Price gains value as marketing tool

By Mark Watanabe

Executives of Gannett Co. recognize a good cup of coffee when they taste one. They also know how much it costs, and they're willing to pay for it.

Likewise, these executives say, newspaper readers recognize a good paper when they see one—and are willing to pay for it.

But that's where the analogy ends. While the price of a cup of coffee has risen from 25 cents, the newspaper reader of today has to shell out, in most cases, only 25 cents to get his daily fix.

"We haven't kept pace in terms of comparative value with a cup of coffee," says Lee J. Guittar, president of Gannett's *USA Today*. "You can still buy a lot of newspapers for a quarter, but a quarter cup of coffee is kind of hard to find."

Industry statistics and interviews with newspaper circulation executives say newspapers are underpriced for the "value" consumers receive. But some publishers have become less resistant to increases, realizing that price is a crucial part of the over-all marketing plan and not just a function of circulation.

"Newspapers are worth much more than we're getting for them," says Howard Hay, vp-circulation of the *Chicago Tribune*. "Unfortunately, as an industry we have not convinced the consumer, nor have we tried to convince the consumer, that the newspaper is of greater value."

As recently as 1975, two-thirds of all daily newspapers in the U.S. cost 15 cents, according to the American Newspaper Publishers Assn., Reston, Va. In 1985, nearly 80% of all papers were only 25 cents and had been at that level for five years. Single-copy prices for Sunday newspapers are mostly at 50 cents and 75 cents, compared with 25 cents and 35 cents about 10 years ago.

Revenue figures, too, indicate there is room to expand circulation income. In 1975, circulation revenue, determined by multiplying the single-copy rate by circulation, accounted for 32.3% of total revenue, defined as advertising and circulation income. In 1984, that figure had decreased to 23.9%.

At the same time, the gap between newsstand prices for newspapers and magazines has widened considerably.

How high single-copy prices can go may be problematic, but studies indicate there is plenty of breathing room. "People like to think in even change," says Chris Urban, president of Urban & Associates, a Sharon, Mass.-based media research company. "In other words, the days of the nickel or dime increase, at least in my opinion, are pretty much gone. We're talking here of quarters as being the basic coin unit."

There are indications newspapers are taking heed. For example, all but three of Gannett's 86 newspapers will have a daily single-copy price of at least 35 cents by the end of 1986, John J. Curley, the company's president, recently told securities analysts. *USA Today* reached a cover price of 50 cents in August, up from 35 cents. Mr. Guittar says that price was always part of the business plan.

Other papers have increased or are planning to increase their prices. The *Chicago Tribune* has targeted an April start for a $1.25 Sunday edition, an increase from $1. In Kansas City, Mo., Capital Cities Communications increased the price of the Sunday *Star* from 75 cents to $1 in October. At Lee Enterprises, a Davenport, Ia.-based chain, 15 of 18 dailies cost 35 cents.

Despite these signs, newspapers overall are reluctant to let the reader bear more of the costs. The cause-effect relationship between price rise and circulation fall seems as obvious as the fundamentals of supply and demand.

Also, newspapers historically have maintained low prices; the term "penny press" is enough to evoke nostalgia.

Finally, especially in competitive markets, there is an aversion to losing even marginal circulation to a price increase.

Such is the case in Detroit, where the long-standing competition between the *News* and the *Free Press* has led to the lowest-priced metropolitan dailies in the U.S. The *News*, soon to be owned by Gannett, is 15 cents daily in the metro area and 75 cents Sunday; Knight-Ridder Newspapers' *Free Press* is 20 cents daily and 75 cents Sunday.

"The pricing here has been rather reserved because of the circulation war that has been going on," says Myron Didyk, circulation director of the *Free Press*.

How intense this "war" has been is illustrated partly by the 75-cent Sunday prices. The *Free Press* instituted the price, up from 50 cents, in January, 1985; the *News* followed suit four months later. Both papers since have lost Sunday circulation, though the *News*' decline may be less. The *News*' Sunday circulation is 837,821, a 3.2% decline from the year-earlier period. This compares with the *Free Press*' 754,615 in the latest reporting period, down 6.1% from the previous year.

One item of interest is what will happen to pricing after Gannett assumes leadership of the *News*: Insiders have suggested Gannett will move the price closer to industry norms; the *Free Press* probably would do likewise.

At the other end of the scale is a newspaper that has demonstrated little hesitation to take the price-increase plunge. On June 17, the *Quad-City Times* began charging 50 cents for its daily editions and $1.25 for the Sunday paper, prices a competitor calls "preposterous."

"We have felt here that newspapers have been and are underpriced," says John Gardner, publisher of the *Times*, which, like owner Lee Enterprises, is based in Davenport, Ia.

The *Times* has been attempting to educate its market to higher pricing by working hard to develop a product that will merit the greater cost, Mr. Gardner says.

For example, he points to the paper's attempts to gain greater visibility in the

Circulation's share of the pie

(in billions)

	Ad revenues[1]	Consumer expenditures on papers (circ.)[2]	Total (col. 1 + col. 2)	% circ. to total $\left(\frac{\text{col. 2}}{\text{col. 3}}\right)$
1970	$ 5.70	$2.63	$ 8.33	31.5%
1971	6.12	2.83	8.95	31.6
1972	6.94	2.93	9.87	29.7
1973	7.48	3.04	10.52	28.9
1974	7.84	3.58	11.42	31.3
1975	8.23	3.92	12.15	32.3
1976	9.61	4.09	13.70	29.9
1977	10.75	4.31	15.06	28.6
1978	12.21	4.53	16.74	27.1
1979	13.86	4.95	18.81	26.3
1980	14.79	5.47	20.26	27.0
1981	16.53	6.21	22.74	27.3
1982	17.69	6.66	24.35	27.4
1983	20.58	7.04	27.62	25.4
1984	23.52	7.37	30.89	23.9

Sources and notes: [1]McCann-Erickson, Newspaper Advertising Bureau
[2]SRDS, Editor & Publisher, Newspaper Advertising Bureau; figures determined by applying each newspaper's single-copy rate to its circulation.

Mark Watanabe is a former assistant managing editor-news for Advertising Age.

Putting muscle behind media

(Continued from Page 14)

that wasn't always the case.

"I'd say television's use as a device to sell newspapers is only 10 or 12 years old," says Dick Collins, director-public affairs for the *Boston Globe*. This growing trend toward tv advertising required the reversal of some longstanding industry resistance. In 1935, newspapers laid claim to 44% of all advertising revenues in the nation. Then along came tv, and by 1960, the newspaper share of the media market had dropped to 30.8% and since has edged down and lingered for the past few decades at about 27%.

Thurman R. Pierce Jr., U.S. manager-print media for J. Walter Thompson USA, New York, who compiled the market share figures from material gathered annually by McCann-Erickson Worldwide, New York, says the newspaper industry still hasn't recovered.

"For years, someone from the Television Bureau of Advertising would make a pitch at the annual meeting of the International Newspaper Promotional Assn., and it would fall on deaf ears," Mr. Collins says. "Nobody seemed to feel it was the appropriate medium."

But as market pressure grew, resistance gradually evaporated, he says. Spending by the newspaper industry on spot tv has nearly doubled in the past five years, going from $15.3 million in 1980 to $29.1 million in 1984, according to the TvB. During the first nine months of 1985, newspapers spent $22.3 million on spot tv, down slightly from 1984's nine-month figure of $22.4 million.

The *State* in Columbia, S.C., pokes fun at tv newscasts in spots aimed at non-newspaper readers.

Perhaps acceptance of the medium parallels the industry's desire to reach those potential readers, ages 18 to 34, that make up a bulk of the viewing audience.

For example, building youthful readership is the goal behind the first major media campaign launched by the *State*, a Columbia, S.C.-based newspaper with a circulation of 115,331. While radio plays a strong role, the campaign is keynoted by a 30-second tv spot poking fun at tv newscasts.

"The campaign is addressed to non-newspaper readers, ages 25 to 35, to tell them the paper is a necessity of their lives," says Robert Kaminer, director-marketing services for Columbia Newspapers, the paper's publisher. "We're really hitting at the group that grew up with tv."

Single copy sales price

U.S. daily and Sunday newspapers[1] 1965-1984

Daily

Year	5¢	10¢	15¢	20¢	25¢	30¢	35¢	40¢	50¢
1965	456	892	3	2	—	—	—	—	—
1970	46	1,507	139	5	1	—	—	—	—
1975	4	428	1,153	137	10	1	—	—	—
1980	—	41	497	644	555	9	7	1	—
1981	—	30	290	437	960	17	15	1	—
1982	—	14	143	272	1,227	29	16	3	—
1983	—	10	91	183	1,306	80	24	3	—
1984	—	6	61	111	1,316	109	75	2	2

Sunday

Year	5¢	10¢	15¢	20¢	25¢	30¢	35¢	40¢	45¢	50¢	55¢	60¢	65¢	70¢	75¢	80¢	85¢	90¢	95¢	$1.00
1965	21	128	190	143	45	5	—	—	—	—	—	—	—	—	—	—	—	—	—	—
1970	2	89	115	140	161	30	35	3	—	4	—	—	—	—	—	—	—	—	—	—
1975	—	37	61	49	170	58	157	37	3	51	1	4	—	—	1	—	—	—	—	—
1980	—	5	50	25	84	29	121	30	6	291	—	23	5	1	46	—	1	2	—	1
1981	—	—	33	16	77	24	88	21	3	313	4	22	2	—	117	—	3	—	—	5
1982	—	—	21	17	77	14	61	17	1	326	1	23	6	1	160	1	5	2	1	15
1983	—	—	5	12	88	8	44	15	3	309	1	26	5	1	170	1	6	3	—	60
1984	—	—	3	8	83	6	31	6	0	301	1	19	2	1	219	3	8	2	—	82

[1]These tables reflect daily and Sunday newspaper single copy sales prices in 5¢ increments to illustrate a trend. Newspapers selling for odd cents have been omitted, as have specialized newspapers.

Source: ANPA

community, brighter approach to the news and enhanced use of color.

Not surprisingly, these arguments do not convince Hal Wilkerson, director-special projects and circulation with competing *Moline* (Ill.) *Dispatch*. "Lee Enterprises is a very heavy-handed and aggressive organization when it comes to the bottom dollar," he says. "They have really stuck it to subscribers here for five or six years."

The increase, up from 35 cents, was unjustified particularly because of the state of the farm economy upon which the Quad-Cities market is so dependent, Mr. Wilkerson says.

The *Dispatch* canceled a planned increase in Sunday price because of these circumstances, he says.

Not surprisingly, the *Times*' circulation has declined 18% since the price increase, according to Glenn Morrison, the paper's manager of single-copy sales. But the increased revenue has more than offset the drop, he says.

The Quad-Cities episode may be symbolic of publishers lowered resistance to price pressures.

Even Mr. Wilkerson, despite his aversion to the *Times*' move, admits his paper probably could absorb an increase from 25 cents to 35 cents daily and 75 cents to $1 on Sundays.

That resistance may lessen even more as newspapers discover price has less impact on circulation than supposed.

"We're finding that price sensitivity is much more a measure of people's loyalty to a paper than any kind of economic argument," Ms. Urban says.

How much growth or loss that comes with a price increase depends on three factors, she says: Whether there's a real competitor in the market; the general economic health of the market, and, most importantly, the general quality of the paper.

If a paper has added any quality to itself during a price increase, it will tend to wash out the effects of the increase because people make a price-value relationship, Ms. Urban says. This does not necessarily mean adding more elements to the paper; it may simply mean doing a better job, she says. "Make the paper easier to read, less of a burden to get through."

The *Wall Street Journal*, which has undergone four newsstand and four subscription price increases since 1979, is a prime example of a newspaper that rests strongly on the three factors Ms. Urban cites.

As a result, the price increases have not hurt circulation.

However, the *Journal* did experience some falloff when it shot above the $100-a-year home-delivery price in 1984, a 5% decline since recovered, according to Kenneth Burenga, vp-circulation.

The round number seems to represent a psychological barrier. "Those are difficult price increases to get through," Ms. Urban says.

USA Today has faced that situation in its brief history.

When the paper increased its price to 35 cents from 25 cents, it lost circulation.

The decline occurred partly because rack customers had to search for two coins instead of one to come up with 35 cents, Mr. Guittar says. However, this kind of drop did not occur after Gannett raised the price to 50 cents, still a two-coin purchase.

On such outwardly trivial matters do big decisions sometimes lie.

"The marginal readers who might be shaken out by a price increase would probably by shaken out by the natural attrition of the market," Ms. Urban says. This should allow advertisers access to a more efficient penetration of the market, thereby increasing the value of the newspaper.

And the value, Gannett executives and others would agree, would then match that of a cup of coffee. ■

The spot, created by Cook Reuef & Associates, Columbia, was introduced in November.

It shows delivery men tossing tv sets tuned to the news onto a porch.

The resident, baffled by the blaring pile of tv sets, is relieved when a newspaper carrier throws him a copy of the *State*.

In a smaller market, the *Scranton* (Pa.) *Times* shares a similar goal. The *Times*,

Scenes of Washingtonians reading the *Washington Post* are part of the paper's image-based campaign.

with a daily circulation of 57,611, attributes recent gains over the competing *Scranton Tribune*, daily circulation 39,019, partly to a circulation-building campaign that has been running on tv

and radio intermittenly since December, 1984.

Its message, aimed at nonsubscribers ages 22 to 34 years old, is that people need to read a newspaper to get ahead. It's tagged, "The smart people read the *Times*."

"We're scratching and clawing here for

every dollar, every ad, every subscriber," says Stew Kearney, director-community relations and promotion for the *Scranton Times*. "Only one of us is going to survive."

Although a sophisticated advertising strategy is as urgently needed in Scranton, Pa., as in Chicago and Washington, limited resources make it difficult to come by.

In response, the Reston, Va.-based International Newspaper Promotion Assn. has released the Newspaper Promotion Operation Survey to its members.

This survey of promotion budgets is broken down by market size and designed to help members decide on appropriate media budgets.

The survey is a response to demand that has escalated in the past few years, says Michael Kane, assistant to the executive director of the INPA.

"As the smaller newspapers have been getting more and more heavily involved in promotion, we've been getting maybe one or two calls a day from member papers who need budget help," Mr. Kane says.

"This will help them understand what other papers their size are doing.

"We've seen a lot of newspapers—even small ones—start advertising on television and radio over the past couple of years," Mr. Kane says.

"Still, considering the stiffness of the competition, the industry needs to see much more.

"Publishers are traditionally conservative spenders. Some of them may never be convinced of the need to advertise," he says. "But we keep hoping." ■

Technology transforms production and package

By William F. Gloede

You can have the best news product in the world, but if you can't get it out on the streets where people can buy it, it's worthless, according to an old newspaper adage.

Since 1975, newspapers have spent an estimated $9 billion on capital improvements aimed at getting papers to the right people at the right time while making the product itself more attractive, according to industry estimates and the U.S. Census of Manufacturers.

A quiet but far-reaching revolution in technology has transformed the business from a huge sweatshop into a space-age marvel. This revolution has allowed the introduction of color in many papers. It's given others the wherewithal to reach every household in their markets. It's also made the newspapers more timely, attractive and accurate.

The technological revolution in newspapers began in the mid-1960s with the introduction of cold type into the production process, a process that had remained ostensibly the same since Ottmar Mergenthaler developed the Linotype in 1884. Cold type killed hot lead, greatly reducing the time it took to turn news copy into type. While tolling the death knell for a whole class of newspaper production employes, it made the working environment much more livable.

Cold-type composition systems were rapidly followed by the introduction of computerized text processing, which allowed reporters and editors to compose stories on computer terminals. But the computer did not stop there.

"The introduction of the computer in the newspaper business really has had a big impact," says Pete Romano, director-technical services and training for the American Newspaper Publishers Assn., Reston, Va.

Today, there's scarcely a department in any major newspaper that isn't reliant on computers. From the newsroom and the ad department through the composing room, into the camera room, then into platemaking and even in the pressroom, computers are the rule.

"The intial thrust was in economies of operations," Mr. Romano says. "Once this was done, the next thing they looked at was better serving the reader and the advertiser."

Since 1982, when Gannett Co.'s *USA Today* proved to the business that a quality color newspaper could be produced under the most critical production parameters, newspapers have placed a greater premium on quality.

"The biggest thrust I've seen is quality improvement," Mr. Romano says. "There's a new animal in newspaper operations—the quality control manager."

An example of how newspapers are attending more to the quality of the printed product is the number of newspapers that have purchased digital color scanning equipment. These machines, which sell for about $500,000, allow precise separation of color artwork and give newspapers the ability to compensate for the shortcomings inherent in printing color on newsprint.

> ***"The biggest thrust I've seen is quality improvement. There's a new animal in newspaper operations—the quality control manager."***
> **Pete Romano, ANPA**

Results of digitally scanned color art can be impressive, and the wave of scanner purchases throughout the industry is evidence of newspapers' growing commitment to quality, Mr. Romano says.

"There's no way in the world a newspaper is going to coat justify a scanner unless it also has a commerical printing operation," he says. "They're making an investment in quality."

The quality issue translates roughly into the packaging end of the marketing equation, and in packaging, the revolution is just beginning.

There's a new process in the newspaper business called pagination, which began development as page layout systems at Westchester Rockland Newspapers, a group of 10 Gannett-owned dailies north of New York, in 1981. The next year the *Pasadena Star-News*, a Knight-Ridder newspaper, began producing pages containing text, graphics and advertising on the first system capable of handling all three. However, the *Star-News* is not yet capable of fully storing and manipulating graphics.

Newspapers planning to in-

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BROADCAST ONLY
$50,000 Best Buy
Target: Adults 25–54
Reach: 81%
Frequency: 4.3
GRPS: 348

BRAVO.

Cheers. The thunder of applause.

If you like the sound of people singing your praises, don't plunk all your money into broadcast.

After all, putting just half in The Chronicle alone gives you virtually the same reach. Better yet, put half in broadcast, half in The Chronicle.

Presto! You've just increased your reach. Without increasing your budget.

The Chronicle's Best Buy means your numbers are skyrocketing. Right along with your career. Bravo!

CHRONICLE VS. BROADCAST
Target: Adults 25–54
$25,000 Chronicle
Reach: 74%
$50,000 Broadcast
Reach: 81%

CHRONICLE, BROADCAST MIX
$50,000 Best Buy
Target: Adults 25–54
Reach: 91%
Frequency: 5.7
GRPS: 519

Houston Chronicle
Houston's primary advertising investment.

Sources: 1985 Belden Continuing Market Study, Houston PMSA, Loc.-! estimates. Chronicle schedules use 8 ads (4 daily, 2 Sat., 2 Sun.). Broadcast budget: 70% TV, 30% radio. Represented by Sawyer Ferguson Walker.

Technology transforms production

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stall or currently installing a system that entails composing a newspaper page, with all graphics in place, on a computer terminal linked with a printing plate maker include the Oklahoma City *Daily Oklahoman* and *Philadelphia Inquirer.*

In theory, pagination allows a newspaper to be composed by an editor with the resultant page image sent directly to the plate maker. No manual operations, such as pasteup or camera work, are required. Although full pagination technology is still under development, it will be available and working in the newspaper business within five years, Mr. Romano says. It will give newspapers unparalleled flexibility in page design, both in news and advertising.

There's another revolution now in progress, this one in what traditionally has been called the mailroom. The ANPA is leading a charge to get the name of the mailroom changed to the "packing and distribution" center, because most newspapers mail few copies, Mr. Romano says.

Newspaper libraries are moving onto computer storage, creating an eiectronic historical record that's updated daily.

The mailroom, where newspapers are sent once they've come off the press to be collated, bundled and moved onto delivery trucks, has always been a labor-intensive operation. But a new generation of equipment made by the Zurich, Switzerland-based Ferag Co. is changing the nature of the mailroom with a conveying and inserting system that allows automated inserting of special sections and circulars on-line with the press at speeds of up to 70,000 copies per hour.

When eventually linked with specialized computer equipment, the system will allow each newspaper to be custom-tailored to a particular subscriber. That would mean one reader could get a special fashion section while another received a section on international finance, all in the same day's edition of the newspaper.

Although no newspaper is that customer-specific, that day is not far off, according to the ANPA. Newspapers are using this type of equipment to create new advertising and editorial zones, giving advertisers the ability to reach target consumers at lower cost than running in all editions of the paper.

In the pressroom, formerly the dirtiest place in a newspaper plant, computers are now setting and running the presses, allowing for greater control over quality and paper waste. At some newspapers, once the paper web is threaded through the presses, the whole operation—from the loading of the reels of newsprint to the cut and folded finished product—is controlled from a remote "quiet room" that looks more like a Pentagon war installation than a nerve center for a printing plant.

Also, computers run the facsimile equipment that allows newspapers including the *Wall Street Journal* and *USA Today* to transmit pages to satellite printing plants dispersed throughout the country simultaneously.

Similar equipment allows the *Chicago Tribune* to transmit pages from its headquarters on Michigan Ave. to Freedom Center, its production plant several blocks away, and the *New York Times* to send pages from Manhattan to its plant in Carlstadt, N.J.

The same technology will be used in AdSat, a private venture trying to obtain funding for a satellite transmission system for national advertising. AdSat, due to be tested by a dozen major dailies and four major ad agencies this year, will allow advertisers to get ads into tomorrow's newspaper today.

"If there's a big snowstorm in Des Moines, Firestone could get an ad for snow tires into the paper the next morning," Mr. Romano says.

Through all the computerization, newspapers have begun to save the information that used to be left on the composing room floor. In the future, should the electronic newspaper become a viable business, subscribers will be able to access the newspaper's database and, in effect, edit their own paper by selecting what stories they want to read.

Newspaper libraries are moving onto computer storage, creating an electronic historical record that's updated daily. Also, many newspapers, pressed by competition from direct mailers, have compiled computerized lists of households in their market, called a subscriber-nonsubscriber file, which is used in distributing so-called total market coverage products.

For a business that only recently allowed the word marketing to creep into the executive lexicon, newspapers have come a long way in improving operations to meet the needs and desires of readers and advertisers. But, as Mr. Romano puts it, "We've got a long way to go."

CHOOSE THE NO.
IN FLORIDA'S NO.

Research serves editorial, advertising interests

By Richard Edel

Newspapers turn to research for insights into consumer behavior and attitudes to help position papers in the market and against competing media.

Newspapers are taking more active roles in defining and developing their markets through syndicated and proprietary research. This enables them to target editorial products to readers and to consult with advertisers on the reach and frequency of impressions they can expect from using newspapers.

Although some newspapers have been conducting market research since the 1940s, most began using it in earnest during the mid-1970s when readership and profits declined for the first time since World War II, says David Nelson, professor at Northwestern University and director of Chicago programs for the Medill School of Journalism in Evanston, Ill.

Newspapers turn to research for insights into consumer behavior and attitudes to help position papers in the market and against competing media. Research is increasingly the basis for decisions to use zoned editions, to switch from evening to morning or all-day publishing cycles, and to modify editorial content and approach to appeal to targeted readers.

Publishers need research to help them cope with a variety of social and life-style trends and with greater competition from national newspapers, weeklies, free papers and shoppers, says Frederick Currier, chairman of Detroit-based Market Opinion Research.

Because circulation has remained relatively static in recent years, newspapers zero in on each other's readers when looking for circulation gains, and that requires a better understanding of the market, Mr. Currier says. "It's one cannibal against another."

Another trend is the threat

(Continued on Page 24)

Richard Edel is a frequent contributor to Special Report.

NEWSPAPER MARKET.

Smart marketers are starting to call the Fort Lauderdale/South Palm Beach area Florida's Money Market.

Because it combines size (1.4 million residents) with affluence (7th largest U.S. market in retail sales per capita) like no other market in the state.

Hitting this market is not only profitable, it's easy. Thanks to the News/Sun-Sentinel... the only paper that reaches 2 out of 3 readers in the market. And the fastest growing paper in the state.*

So if you're buying affluence, put your money where the money is. The News/Sun-Sentinel... the best investment in Florida.

Fort Lauderdale/South Palm Beach
News/Sun-Sentinel
Florida's Money Market.

Represented nationally by C.W.O. & O.; Sunday Magazine Network; in Florida by Publishers Representatives of Florida.

*Audit Bureau of Circulation, six months ended September 30, 1985. Photograph by David Meredith.

Research serves advertising interests

(Continued from Page 23)
posed by electronic media through a merging of tv, computer and telecommunications technologies. The falling cost of electronic information delivery is putting a squeeze on all print media, he says.

> ***"We were interested in drift, in what readers were saying. We needed to get a handle on who our readers are . . . ."***
>
> **Arthur Gorlick**
> **Seattle Post-Intelligencer**

The upshot is that newspapers must isolate and develop their strengths, both as editorial products and advertising vehicles, to remain competitive, Mr. Currier says. But research is not a panacea that can transform a mediocre product into a great one. A host of factors unique to the publication, its staff and the needs of its readership also must be considered.

"You'll never paint a Rembrandt with research, but you still like to know the parameters," Mr. Currier says.

Research is little more than a pile of numbers, says Arthur Gorlick, assistant managing editor for research and development at the *Seattle Post-Intelligencer*. "The hard part is identifying problems, interpreting the research and trying to find new directions."

The *Post-Intelligencer* conducted extensive market research early in 1983 when it entered a joint operating agreement with the Seattle Times. Special attention was given to demographic, geographic and image positioning in an effort to build circulation in targeted areas and to improve readership in all sections, Mr. Gorlick says.

"We were interested in drift, in what readers were saying. We needed to get a handle on who our readers are and what we could do to help address their needs better."

Before final tabulation of the research, done both in-house and by an independent research company, the paper began changing content and graphic design, and it shifted or hired staff to improve coverage in key areas.

Jeffrey Toth

One surprise uncovered by the research was significant interest in expanded coverage of science and technology, Mr. Gorlick says. The paper immediately hired a science writer and gave greater emphasis to stories by its medicine reporter. Science and high technology also became the Tuesday theme of the redesigned Living section, he says.

The *P-I* also expanded coverage of local news in areas targeted for circulation growth, adding such weekly features as Neighborhood Profile and more stories in brief.

The paper emphasized local companies and people in an expanded business section. A regular feature is "A Conversation With . . . ," an interview with a local business leader. A periodic feature is Success Story, profiling the rise of small companies.

In some instances, new directions involved better labeling and organization, Mr. Gorlick says. For example, readers wanted more national and world news, but coverage was limited by the size of the front section. So the newspaper designated special pages and used more prominent labeling.

"We might not be giving them more national and international news, but it seems like more," Mr. Gorlick says.

A positive indication that the *P-I's* changes are on track is an increase in daily circulation to about 210,000 from about 180,000 in 1984, Mr. Gorlick says.

"The strength of the product is going a long way toward retaining those gains."

Research techniques have not changed in 40 years. Basic techniques include focus groups, where consumer reactions are monitored during a free interchange of ideas; personal interviews, usually conducted door-to-door or through shopping mall intercepts, and telephone interviews, the preferred technique for large research projects because of its relatively low cost. Most surveys also include some form of questionnaire or diary, which the consumer completes during the interview session or mails in afterward.

> ***Basic techniques include focus groups, personal interviews and telephone interviews. Most surveys also include some form of questionnaire.***

A majority of independent, proprietary newspaper research is conducted by five companies: Belden Associates, Dallas; Market Opinion Research, Detroit; MORI Research, Minneapolis; Scarborough Research Corp., New York, and Urban & Associates, Sharon, Mass. Several universities also are involved in proprietary research.

Syndicated research is dominated by Scarborough; Simmons Market Research Bureau, New York, and Mediamark Research Inc., New York.

Simmons and Scarborough formed an independent partnership in 1985 to conduct a biennial newspaper ratings study of

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BOSCOV'S SELECTS HARRISBURG

Boscov's is banking on Harrisburg. Albert R. Boscov, the Pennsylvania-based retailing giant, is fast becoming a legend in his own time.

Using the Harrisburg Sunday Patriot-News to run interference, Boscov opened his 11th store last fall in the revitalized Camp Hill Shopping Mall which is located in one of the Harrisburg market's most affluent communities.

Albert, who has achieved phenomenal success with his family-owned retail chain, made the decision to open a Harrisburg store only after concluding that the Harrisburg Patriot-News was so dominant in the Harrisburg marketplace that a market strategy built around the newspaper would insure success. His strategy is paying handsome dividends. He ran 70 pages of advertising to announce his opening and incredible traffic jams followed for most of the week.

In selecting the Harrisburg market, Boscov moved into the nation's 82nd largest metro area. It ranks 73rd in retail sales ($3,575,673,000) and 77th in effective buying income. Boscov knew the Sunday Patriot-News' nearly 80% penetration of that market would help him achieve his goal. He turned out to be right again.

HARRISBURG PATRIOT-NEWS
Represented by Newhouse Newspapers

WHO IS THIS MASKED MAN?

How well do you know your reader? Your viewer or listener?

Are they young, old? White collar, blue collar? How much disposable income do they have? What features or programs do they like better than others?

If you can't take the mask off your audience and see who they really are, you may not have the answers your advertisers really need.

Fortunately, you can get those answers. Area Marketing/Research Associates has the staff, equipment and facilities to provide you with current, quantifiable information, presented in an understandable, sales oriented format.

At an affordable price.

Take the mask off your customers and tell your advertisers all about them. Call AMRA today.

amra
AREA MARKETING/RESEARCH ASSOCIATES
303 West Capitol Avenue, Suite 300 • Little Rock, AR 72201 • (501) 376-1158

Expensive information yields valuable results

In 1983, Robert O'Neill, ad director for New Orleans-based Times-Picayune Publishing Corp., which publishes the *Times-Picayune/States Item*, sensed an opportunity. Although his city was losing its Woolco outlets when that company closed national operations and a large independent appliance dealer also was for sale, Silo, a Philadelphia-based discount electronics and appliance company, was looking for expansion markets.

In addition, the *Times-Picayune* had commissioned a study by Belden Associates, Dallas, on shopping habits, which showed significant local consumer interest in appliances and electronics.

> ***"We can show advertisers how effective or ineffective they are in reaching the various types of shoppers."***
> **Robert O'Neill, Times-Picayune Publishing**

Mr. O'Neill contacted Michael O'Hara, vp-sales promotion at Silo, and presented the research. "The next thing you know, they were signing leases here," Mr. O'Neill says.

The example illustrates an industry trend toward newspapers taking a more active role in defining and developing their markets through syndicated and proprietary research. This enables them to consult with advertisers on the reach and frequency of impressions they can expect from using newspapers alone or as part of a media mix.

"We can show advertisers how effective or ineffective they are in reaching the various types of shoppers," Mr. O'Neill says. "We know who picks up the newspaper, what their interests are, where they shop, and we can divide the pie into 10 slices so they can focus on [zoned areas]." The *Times-Picayune* gives advertisers comparisons with electronic media and consults in media strategy.

Despite the expense of generating this information, it has the potential to bring big paybacks. For example, Silo pumped more than $1 million into newspaper advertising in New Orleans during its first year there, Mr. O'Hara estimates.

The example illustrates the need of newspapers and other media to become increasingly sophisticated in their research if they hope to remain competitive as advertising vehicles, says Robert Rudasill, research manager for the *Atlanta Journal and Constitution*.

"Newspapers have been getting away for a long time with just selling [circulation] numbers," he says. "Now they're selling audience quality."

Experts are in general agreement as to why newspapers are motivated to conduct high-quality research.

"Their motivations are purely to sell advertising," says Jay Cohen, exec vp and a principal with Scarborough Research Corp., New York.

"When an advertiser asks, 'How can I best reach my customers?' and 'What media, or media mix, will give me the most for my money?' they need answers," he says.

This is especially true of major national retailers, such as Sears, Roebuck & Co., K mart, J.C. Penney Co. and Montgomery Ward & Co., some of the heaviest users of newspaper advertising, says John Mennenga, senior vp-marketing research at Sawyer-Ferguson-Walker Co., New York, which represents media clients to large advertisers. These companies rely heavily on syndicated and proprietary research in major markets and mostly on proprietary research in smaller ones, he says.

As large retailers reduce their overhead costs by centralizing media buying functions, newspaper research becomes a critical factor in ad placement, Mr. Mennenga says.

> ***"Newspapers have been . . . just selling numbers. Now they're selling audience quality."***
> **Robert Rudasill**
> ***Journal and Constitution***

Media buyers need information on demographics, shopping activity, shopper mobility, competition, use of credit cards, profiles of charge card customers and a host of other factors, which research studies are designed to provide, he says.

Although big retailers may already have much of this information, it would be nearly impossible to collate for up to 300 markets, he says.

"In the old days, the local store manager bought all of the advertising. Today, centralization is moving the media buyer into more remote locations. He relies on newspaper data to give him insights into markets that he may visit only once a year."

—*R.E.*

This coupon entitles you to thousands of free shoppers

Why? Because your food ad reaches so much extra spending power in Syracuse that it's like getting thousands of extra food shoppers free. In fact, Syracuse spends an average of $1509* per person on food, while the average market spends only $1,182.*

Let us show you why the Syracuse Newspapers are the best way to reach this profitable audience. Send this coupon today.

*1984 S & MM Survey of Buying Power

Syracuse. More than you bargain for.

Mail to: Promotion Dept., Syracuse Newspapers, Syracuse, NY 13221 or call 315-470-2089.

Name

Address

City

State Zip

The Syracuse Newspapers

Herald-Journal
Herald American
The Post-Standard

Represented Nationally by Newhouse Newspapers

Research

(Continued from Page 24)

the top 50 markets, covering demographics, consumer shopping and buying patterns, among other topics.

Previously, the two had conducted separate studies. Scarborough also conducts syndicated, multimedia studies of the top 10 markets.

One trend of the proprietary studies is a tendency to look almost as closely at product assessment as at advertising promotion, says Deanne Termini, senior vp at Belden Associates, Dallas.

For this reason, many proprietary studies are designed to generate local market statistics for retailers and market penetration and readership frequency information for editors.

"Newspapers need more attitude information to market themselves to the consumer," Ms. Termini says.

"They can no longer take for granted the fact that people will use them as their primary source of information," she says.

The *Orlando Sentinel* is using an annual Belden study, in addition to information generated by a large, in-house research department, to develop plans for editorial refinement, says Jim Jackson, the paper's research manager.

"We strive to produce a prod-

(Continued on Page 30)

Research serves advertising interests

(Continued from Page 26)
uct that has some value to all readers," Mr. Jackson says.

By looking at demographics and paying close attention to reader reactions to questions on media usage, readership and editorial content, the *Orlando Sentinal* in 1984 identified two editorial areas that needed improvement: Local business news and coverage of entertainment.

> *"Research can tell us where we are succeeding in reaching groups of people and where we are losing ground."*
>
> **Jim Jackson**
> ***Orlando Sentinel***

In June, 1984, the *Sentinel* launched a Central Florida Business tabloid appearing in Monday issues.

Five months later, it introduced Calendar, a weekly entertainment tabloid in Sunday papers designed to reach 18 to 34-year-olds.

The newspaper's circulation is booming, increasing 17% over three years to 250,000 in daily circulation and increasing 25% on Sunday to 310,000, according to the Audit Bureau of Circulations.

"Research can tell us where we are succeeding in reaching groups of people and where we are losing ground," Mr. Jackson says. "I think a lot of our success circulation-wise was due to changes in the editorial product."

But more importantly, the research permits top management to make intelligent and informed decisions that benefit and enhance the roles of the advertising and the editorial sides of the paper, Mr. Jackson says.

Computers speed up readership measurement

By Gary Levin

Advertisers have found a new technology of convenience to measure newspaper readership.

Several marketers, including General Foods and Kraft, use computerized data provided by Audit Bureau of Circulations, Schaumburg, Ill., to track circulation trends, calculate media market coverage and determine combined ad rates for several papers in a given market.

Media companies such as ABC-TV's spot sales division and *Parade* Sunday magazine supplement also use the measurement service.

"We literally could not function without [the service]," says Paul Black, research director at *Parade*, whose growing list of 282 subscribing papers made automation even more essential.

Advertisers, including AT&T Phone Centers, New York, and La-Z-Boy Chair Co., Monroe, Mich., can publish local dealer listings sorted by Zip code, Mr. Black says.

The system also can provide a fixed percentage coverage of a given market by adding buys in *USA Weekend* or the Metropolitan Sunday Newspaper Network to supplement shortfalls in *Parade*.

On-line circulation data is the same as that provided in hard-copy Audit Bureau reports. But the computer hookup enables marketers to more easily manipulate those numbers to provide rankings, cost-per-thousand calculations and other data that normally require hours of numbers-crunching.

> *"In our custom reports, advertisers want to look at circulations based on their markets, not on newspaper [designated] markets."*
>
> **Cecelia Kowalski**
> **Audit Bureau of Circulations**

All of this computer-age activity marks a significant departure from the days when marketers were dependent on hard-copy crunching and cross-tabulations. Such circulation reference books often provide year-old numbers that take hours to compile.

The on-line service has made most of that obsolete. In fact, a *Parade* researcher was replaced by a machine when bureau data became computerized in September, 1984.

Interactive Market Systems, Market Sciences Associates and Telmar Group, all New York-based companies, offer several on-line services for customized research tabulated from Audit Bureau of Circulations newspaper and magazine circulation tallies.

"In our custom reports, advertisers want to look at circulations based on their markets, not on newspaper [designated] markets," says Cecelia Kowalski, manager of the bureau's in-house databank service.

Areas of dominant influence, metropolitan statistical areas and Selling-Areas Marketing Inc. markets all can be used as benchmarks for such research.

THE RISING STAR IN THE EAST IS ON THE MOVE AGAIN.
Norfolk/Virginia Beach/Newport News is making a big impression! Over 1.2 million people now live in Hampton Roads.
An area that's getting bigger everyday! In just two years, the Hampton Roads MSA rose from 36 to 29, making it one of the East Coast's fastest growing markets.
The military, port activities, high tech business and tourism all make a positive contribution to this stable, diversified economy. And upscale consumers are lured by our high quality of life. A mild climate with lots of cultural and recreational opportunities.
To make your impression on this rising star, call or write Dale Bowen, General Advertising Manager, (804) 446-2092. 150 West Brambleton Avenue, Norfolk, VA 23510.
The Virginian-Pilot
The Ledger-Star
Norfolk/Virginia Beach/Newport News Climbs To #29 MSA.

Gannett pushes *USA Today* as tomorrow's paper

By Janet Meyers

USA Today publisher Cathleen Black is joyful.

The pride of Rosslyn, Va.-based Gannett Co., with a circulation of 1,170,559, carried its first department store ad in December—a full-page color spread of holiday gifts from Saks Fifth Avenue, New York.

In addition, ad revenue increased 67% and ad pages increased 44%, to 3,375, in 1985.

However, all is not rosy for *USA Today*.

The paper's ad rates are below many competing national papers. For example, cost per thousand for a full-page b&w ad in the *Wall Street Journal* is about $4,315, compared with $1,917 in *USA Today*, and the Gannett paper continues to discount thousands of subscriptions to build circulation. Also, *USA Today*, available in 90% of the country, may have difficulty gaining new readers this year because few new markets remain, newspaper analysts say.

In 1986, the nationally distributed paper will spend about $4 million, a quarter of its first-year, 1983, budget, on trade and consumer advertising. *USA Today* recently began reaping the benefits of its tv, print and radio campaign launched in the spring of 1984 via Lois Pitts Gershon Pon/GGK, New York, says Ms. Black, publisher since October, 1983.

However, according to industry observers, increased ad revenues and ad pages are the direct result of Ms. Black's efforts on the road.

"It's been an unrelenting public relations campaign as much as anything else," says Bruce Thorp, newspaper analyst with John Morton & Co., Washington. Gannett's flagship promotes circulation through free tie-ins with other companies.

For example, Neiman-Marcus, the Dallas-based department store chain, carried a *USA Today* subscription card in its winter catalog. In June, Gannett teamed with General Mills for a promotion offering consumers free six-month subscriptions to *USA Today*. The promotion netted 450,000 new, but unpaid, subscribers.

"We have to work harder," Ms. Black says. "We're not the *Wall Street Journal*. We're not sold out for the next three months."

In the beginning, the newspaper failed in its quest for advertisers, Ms. Black says. Advertising, via Young & Rubicam, New York, listed the newspaper's demographic and circulation figures and urged media buyers to take a chance.

When the account went to Lois Pitts, the paper introduced the theme "The advertising might of *USA Today*." In 1984, ads appeared on the back page of each section of the *New York Times*.

USA Today's colorful mixture of trivia and simple writing earned it the nickname of "McPaper," for serving up not necessarily the most news of the day, but tastes of the most interesting topics for an audience reared on tv.

"Seventy per cent of the coun-

(Continued on Page 34)

Interesting advertising for an interesting paper was the goal of Lois Pitts' work.

The Leader.

In some markets, newspapers may play a game of "Circulation Hopscotch", trading the lead back and forth with a special gimmick or a super offer.

But in the Sacramento market – the nation's 20th ADI – the game is "Follow the Leader", and the leader is The Sacramento Bee.

The Bee has stretched its circulation lead over the market's second-place paper to more than 2-to-1. That translates into a daily lead of 131,879 and a whopping 169,415 margin on Sundays.

During the coming year, we plan to continue our commitment to make The Bee the very best newspaper we can – editorially and technologically – and to continue to earn our leadership position in the dynamic Sacramento market.

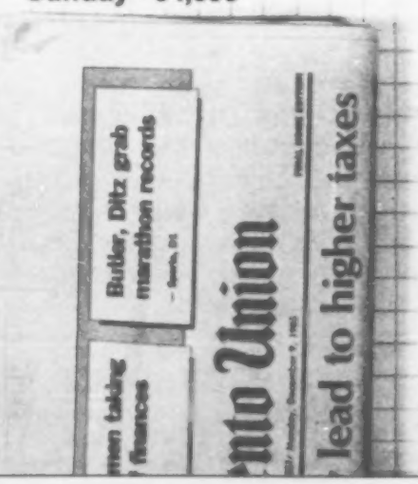
Source: ABC Publisher's statement for 6 mos. ending Sept. 30, 1985

The Sacramento Bee
The more you need to know, the more you need The Bee

Represented nationally by Cresmer, Woodward, O'Mara & Ormsbee, Inc.

SACRAMENTO BEE CIRCULATION
Daily - 227,708
Sunday - 264,011

SACRAMENTO UNION CIRCULATION
Daily - 95,829
Sunday - 94,596



The personality pitch

If comedian Bill Cosby can sell Jell-O, then "Dynasty" star Joan Collins should be able to hawk newspapers.

That's the reasoning behind Lois Pitts Gerson Pon/GGK's yearlong tv campaign for *USA Today*. George Lois, chairman and creative director, says he's believed in the power of personality endorsements for years. He chose the tv celebrity strategy so he could settle the question of who reads the 3-year-old national newspaper.

It's people like former Chicago Mayor Jayne Byrne, former Sen. Howard Baker, and baseball greats Mickey Mantle and Willie Mays who read *USA Today*, he says.

The Gannett Co. newspaper intends to keep its personality-rich campaign for a while. However, other newspapers have tried that method but dropped it for other tactics.

In April, *Newsday* used "Kojak" star Telly Savalas and New York Mets catcher Gary Carter in a tv campaign targeting Queens residents who favor New York newspapers.

Mr. Savalas promoted the new edition of the Long Island daily by touring his old Greek neighborhood in Queens. "Kojak was again becoming a hot character," says Burton Zelner, exec vp with Van Brunt & Co., New York, which handled the assignment. "Savalas was getting a lot of press back then."

The agency chose Mr. Carter because it also wanted to promote *Newsday's* sports section. "The Mets play in Shea Stadium, which is in Queens," Mr. Zelner says.

Newsday more than reached its goal of selling 75,000 copies to Queens readers after the two-month campaign, he says. The *Newsday* account now is handled by Boston-based Hill, Holliday, Connors, Cosmopulos, which no longer uses personalities.

The *Chicago Sun-Times*, faced with an image problem after its purchase by Rupert Murdoch, decided to make stars of its writers in advertising launched in October.

The theme of the tv, radio and print campaign from Campbell-Mithun, Chicago is "Take an expert with you. Take the *Chicago Sun-Times*." Four 30-second tv spots feature Roger Ebert, the newspaper's movie critic; Ron Rapoport sports columnist; Basil Talbott Jr., political editor, and Andy Yemma, financial editor.

"We wanted to tout their strength, their reporters and writers," Al Puccinelli, senior vp at C-M, says of the *Sun-Times*. "People were concerned what would happen with the paper after Murdoch bought it."

The *Detroit News*, which has a tough competitor in the *Free Press*, is using former Tigers pitcher Bill Slayback in one of its tv spots promoting the *News'* sports section and morning delivery.

Fred Yaffe, chairman of Yaffe Berline, the Southfield, Mich., agency handling the campaign, says he asked a talent search company to find a baseball player who looked like Robert Redford in "The Natural." They got Mr. Slayback, who's now ballplayer turned actor. —*J.M.*

Tomorrow's newspaper

(Continued from page 32)
try doesn't remember life before television," Ms. Black says. "George Lois is very visual. One of the first ads had a vending machine and pointed out its similarity to a tv screen. It gave substance to critics calling us McPaper. We're saying, in fact we are a newspaper, but we're designed for this generation."

Most *USA Today* readers earn more than $35,000 a year and are 24 to 55 years old—in short, the population coveted by advertisers, according to Lee Guittar, *USA Today's* president.

"Agencies are notorious for not accepting new ideas," Mr. Lois says. "I lived through MTV [another Lois Pitts client] too."

Advertising for such a new media vehicle as *USA Today* had to reflect the newspaper, he says. He got the account after he told Ms. Black, "You've got an exciting paper and you're running dull ads. The advertising certainly should be as interesting as the paper."

One of his trade ads showed a weird-looking creature and was headlined, "A lot of media people are saying *USA Today* is neither fish nor fowl. They're right." The ad admitted the newspaper fell into no category, and closed, "We don't care much what you call us, just as long as you call us."

Celebrities sell advertisers on who reads *USA Today*.

However, research showed that the bolder print ads in trade magazines and the *New York Times* attracted top-level executives, but not midlevel people who do the buying.

Subsequently, to reach younger media buyers, USA Today advertised on tv, Mr. Lois says. Spots aired in select markets during late news and early morning slots most likely to be seen by agency and company executives.

"The guy sitting behind a desk flipping through *U.S. News* may sell circulation for some magazines, but at *USA Today* we felt strongly we should go beyond that," Ms. Black says. In August, celebrities were featured in the tv ads, one for each of the paper's sections. Bill Marriott, president of Marriott Corp., endorsed business; Joe and Debbie Namath promoted the popular sports section, actress Joan Collins endorsed the Life section and former Sen. Howard Baker, the hard news.

"The second we did that, the people at the agencies knew that the important people read it," Mr. Lois says. In 1985, trade ads were headlined, "Because it works, works, works. They keep coming back for more, more, more!" Larger advertisers were cited by name, such as International Business Machines, which bought seven ad pages in 1984 and 50 in 1985, Ms. Black says.

In August, consumer ads had different celebrities, like former Chicago Mayor Jane Byrne, and tv personality Willard Scott, singing, "I read it every day."

Later that month, the newspaper increased its price to 50 cents from 35 cents. "We wanted to buffet any possible loss in circulation," Mr. Lois says.

However, despite positive year-to-year figures, *USA Today's* circulation is disappointing, Mr. Thorp says.

The newspaper projected a 2 million circulation by the time it turns a profit, anticipated in 1987, but has achieved its current 1.3 million subscribers largely by introduction in new markets, he says.

"It'll be hard to get past that initial segment of readers. Our projections for circulation revenue have been scaled back," Mr. Thorp says. "Maybe advertising revenue will make up for lower circulation revenue. It's ad revenue that will make it profitable."

This month the paper moved to a 56-page capacity. Each week it will carry a special insert devoted to one topic. The first four will focus on health, finance, the Super Bowl and corporate America.

"Obviously it's a way to bring in new advertisers," Ms. Black says. The 12-page sections will include five to seven ad pages.

"It's a big plate for us," she says. "Some will be more successful than others, like those where we have a strong advertising base anyway." Ad rates in the special sections will be 10% to 15% higher than in the regular paper, she says. The paper's most frequent advertisers are automotive companies, travel-related businesses, computers and office equipment, and business and consumer services.

USA Today's promotion direction will remain the same in 1986, she says. "We're toying with buying more spectacular units, like taking four pages to gang it up a little," she says. It's precisely the same advice the newspaper's sales force often gives to advertisers about buying in *USA Today*.

People Who Run Things In The Twin Cities Read The Star And Tribune.

When you run advertising in the Minneapolis Star and Tribune, you reach an upscale audience that includes an extremely large number of managers and other professionals.

Although we are the 13th largest ADI, Minneapolis-St. Paul ranks 8th in percent composition of Managerial-Professionals, 7th in college graduates, and 7th in household incomes over $50,000.

And a Twin Cities newspaper buy, anchored by the Star and Tribune, lets you reach a high percentage of these upper income readers at one of the most efficient CPMs in the country.

In fact, the Twin Cities rank 5th among the 20 largest ADIs in newspaper cost-per-thousand delivery of this group.

For a complete rundown on this lucrative market, just call Thomas J. Whelan, National Sales Manager, at 1-800-328-4674 or write: Minneapolis Star and Tribune, 425 Portland Avenue, Minneapolis, MN 55488.

Represented nationally by Sawyer Ferguson Walker Company Inc., Metropolitan Sunday Newspapers, and in Canada by American Publishers Representatives, Ltd.

London broadsheets target professionals

By Sean Milmo

In a crowded pool of tawdry tabloids, London's four broadsheets promote their products in the hopes of capturing an upscale, professional reader.

To compete in the London newspaper market, the *Times*, a News International paper; the *Guardian*, published by Guardian & Manchester Evening News PLC, and the Pearson Group-owned *Financial Times* have moved into advertising and marketing in an aggressive way.

Meanwhile, the *Daily Telegraph* has demonstrated that lack of marketing support can prove detrimental in today's newspaper market.

Since 1979, the *Daily Telegraph's* circulation has decreased by about 15%, 3% of that in the last year, to 1.21 million. However, over the past five years, the *Times* has increased circulation about 30%, to 475,707, and the *Guardian* by 23%, to 480,697. The *Financial Times*, a business publication, has a circulation of 230,981, a 7% increase from the previous year's figure.

During 1985, the *Telegraph* invested in new computerized printing technology to cut costs.

Despite this effort, the paper ran into cash flow problems and subsequently was rescued from bankruptcy by Canadian financier Conrad Black, head of Toronto Argus Corp. In December, the company took control of the *Telegraph* from the Berry family, owners since 1927.

Industry observers expect the paper to be much more active in marketing under Mr. Black, who brought in *Economist* editor Andrew Knight as chief executive. Although the paper has a lot of circulation ground to make up, it is by far the leader among London broadsheets.

In 1984, after years of promotional inertia, the *Telegraph* broke a $3.47 million campaign handled by Dorland Advertising, London, which is still running. Using the tag line "Hard news, infernal crossword," the campaign touted the paper's solid news coverage mixed with lighthearted, intellectual material.

But for the most part, the Telegraph has not gotten its marketing act together, competitors say.

"They don't appear even to have gotten down to basics, like finding out about their market and what people perceive as being their strong points," says an executive at one rival paper, who would not speak for attribution.

"In particular they have failed to bring in new, younger readers. Their readership is literally dying," he says.

But while only 25% of the *Daily Telegraph's* readership is younger than 35, 45% of the *Guardian's* and 40% of the *Times'* readers are, according to Grandfield Rork Collins, a London-based ad agency.

Portfolio, a bingo-type game, is the main promotional tool for luring additional, mostly young readers to the *Times*. Since the game's introduction in June, 1984, the paper estimates Portfolio has helped boost circulation about 100,000, says Julie Ferguson, ad services manager for the *Times*.

"The objective was to draw attention to the paper's business news section, which had been greatly improved," she says, referring to the section's new editorial staff. "Unlike other bingo-style promotions, it has not been a flash in the pan with circulation falling off after an initial success."

Marketing executives at the *Guardian* have dismissed Portfolio as a gimmick. Rather than counter with a contest of its own, the paper has concentrated on an image-building tv and print campaign.

"We've tried to get away from the building block approach to increasing newspaper sales," says *Guardian* marketing manager Jon Gordon. "This is based upon the idea that newspaper readers consist of groups of people with minority interests. All you have to do is cover someone's specific interest and you've gained a reader.

"We believe that people buy a paper for its over-all qualities—its political stance, the way its articles are written, its style. It is those sort of intangibles which our advertising is designed to promote."

The paper's main campaign during 1985, through London-based Boase Massimi Pollitt, was a series of commercials in which personalities, such as former *Times* editor Harold Evans, actor Peter Ustinov and Irish novelist Edna O'Brien, explain why the *Guardian* is their favorite paper. The campaign will continue running in 1986.

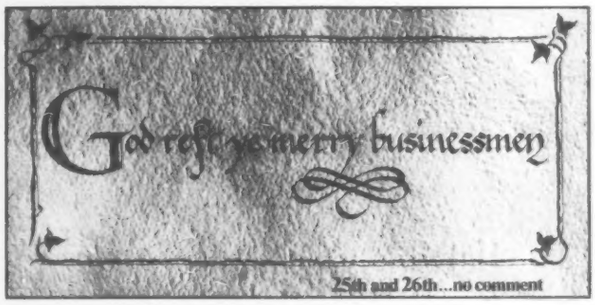
In one spot that no longer is running, Mr. Evans, who left the *Times* after clashing with News Group Ltd. president Rupert

Sean Milmo is a London-based free-lancer.

ABCDEFT

...comment

The *Financial Times* repeats its "No Comment" tv campaign, created by Ogilvy & Mather, London, in poster ads.

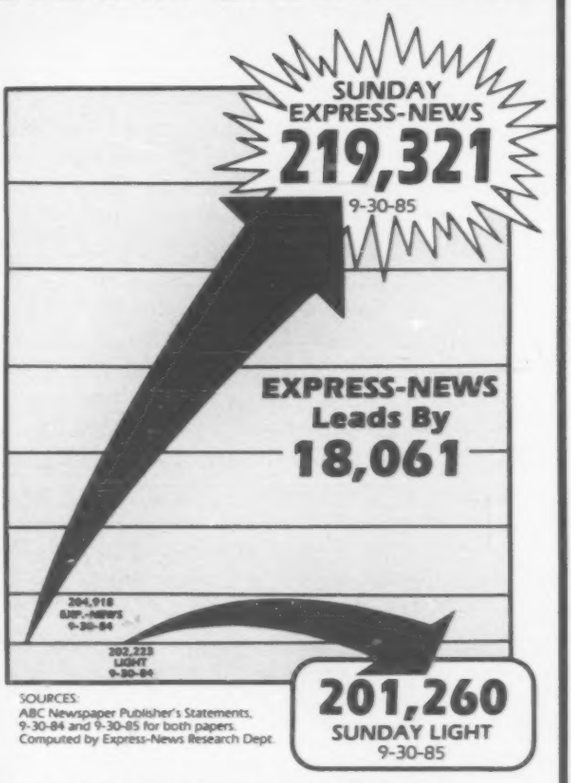


Portfolio, a bingo-type game, is the main promotional tool for luring mostly young readers to the Times.

"We believe that people buy a paper for its over-all qualities—its political stance . . . its style."
Jon Gordon
Guardian

DAILY CIRCULATION FIGURES
Newspaper
1985
Per cent change from 1984
Daily Telegraph 1,211,877 -3.2%
Guardian 480,697 +3.1
Times 475,707 +12
Financial Times 230,981 +6.9
Source: All figures from Audit Bureau of Circulations for period ending September 30, 1985

EXPRESS-NEWS
Sunday Circulation
SKYROCKETS!



SOURCES:
ABC Newspaper Publisher's Statements,
9-30-84 and 9-30-85 for both papers.
Computed by Express-News Research Dept.

Growing South Texas demands a quality and aggressive newspaper whose circulation is outpacing the area's growth. The Express-News meets that challenge, and more ... We also lead the competition in number of pages printed, volume of news presented, and in all categories of advertising. Definitely the dominant paper of choice for the state's third largest market.

Express-News leads the daily Light by 25,213:

EXPRESS-NEWS	LIGHT
164,503	139,290

Express-News

San Antonio's Quality Newspaper

Avenue E and 3rd St., P.O. Box 2171, San Antonio, Texas 78297, 512 225-7411

Represented Nationally by Branham Newspaper Sales

Murdoch, claims to like the *Guardian* because no one tells it what to say.

The left-of-center paper, owned by a trust and unaligned to any political party, makes a great play of its political and commercial independence.

"At a time when so much of the U.K. press is owned by multinationals with domineering proprietors, our independence is not only becoming more widely known but actually appreciated," Mr. Gordon says.

> ***"We wanted to get across that the paper is less predictable . . . than our competitors."***
>
> **Jenny Beck**
> ***Observer***

Also, the *Guardian* has had success in bolstering its recruitment, or help-wanted classified, advertising. Like other newspapers, the *Guardian* sees this category as an important means of increasing ad revenue as well as circulation.

But the *Guardian* is not alone in its brand-building method of advertising.

The Sunday-only *Observer*, owned by Lonrho PLC, London, one of the country's three broadsheet Sunday papers along with the *Sunday Times* and the *Sunday Telegraph*, has been running a tv spot through J. Walter Thompson with the tag line, "Do something different every Sunday, read the *Observer*."

"We wanted to get across that the paper is less predictable, more exciting and varied than our competitors," says Jenny Beck, marketing and circulation controller for the *Observer*. "Rather than running ads telling people what's in the paper this week, we are aiming to generate a long-term image for the paper."

Also stressing brand image is the *Financial Times*.

Since 1982, an ongoing tv campaign has combined content advertising with branding. The slogan, created by Ogilvy & Mather, London, "No FT . . . no comment," also has been repeated in poster advertising.

"The commercials aim to broaden the readership of the paper by highlighting specific articles on subjects not normally associated with it, like technology and managerial techniques," says Mark Knight, pr manager for the *Financial Times*.

"The message is that if a businessman wants to be well informed he must read the *Financial Times*. It's an image-building exercise rather than traditional newspaper advertising about what is in the paper tomorrow."

Bay Area dailies spending time on tv

By Betsy Gilbert

The San Francisco Bay Area is fertile ground for the newspaper trade. Dailies and weeklies cater to almost every group living in this cultural melting pot. However, three newspapers stand out, and those three recently implemented aggressive marketing strategies in an effort to capture a larger share of the pot.

You could spend the rest of your days trying to find three more diverse daily newspapers than the *San Francisco Chronicle*, *San Francisco Examiner* and *San Jose Mercury News*. These papers' promoters spend their days trying to establish individual images in the minds of potential readers. It's difficult to turn on a tv without seeing one of the papers being promoted in slick commercials.

"This is something that's relatively new, not just for the Bay Area, but around the country," says Jessie Knight, vp-marketing for the San Francisco Newspaper Agency, which operates business functions for the *Chronicle*, with a morning circulation of 545,622, and the *Examiner*, with an evening circulation of 142,314.

"Metropolitan dailies are buying a lot of television time projecting their corporate images. It's no secret that newspapers have been somewhat diluted [as an advertising medium] over time by tv and radio. I'm trying to bring these newspapers back as a strong force, as strong as they were in their heydays."

That effort, for the San Francisco papers as well as the *Mercury News*, which has a daily circulation of 261,668, is taking the form of direct appeals to consumers where they can be found most often—in front of their tv sets. High-quality commercials, some of them creating a short movie in a 30-second time frame, are succeeding in gaining reader attention.

"I think all of these papers have separate identities and appeal to a certain kind of audience, but all of them are trying to boost circulation and they're all going at it very aggressively," Mr. Knight says.

Mr. Knight, who wears two hats in his task of marketing the *Chronicle* and *Examiner*, was presented with a major challenge when he took the newspaper agency job in May. The *Examiner*, an afternoon paper that had not been setting the world on fire, had a new publisher in William Randolph Hearst III. The 36-year-old grandson of the newspaper dynasty's founder had some new ideas for running the predictable *Examiner*, and Mr. Knight saw a way to get those ideas across to the public: Tv advertising. Subsequently, the paper's most recent ad campaign, "The New Generation," was born.

"We sat down and decided that our biggest priority was establishing a separate identity for the *Examiner*," Mr. Knight says. "We needed to extricate it from the aura of the *Chronicle* and announce that there were all these positive new things going on. We figured the best way to get that message across was through the use of personalities."

The agency, San Francisco-based Goodby, Berlin & Silverstein, developed a black-and-white series of 30-second commercials around the new personalities on the paper, including Mr. Hearst, columnists Hunter Thompson and Cyra McFadden. Film buffs immediately recognized overtones from the film classic "Citizen Kane," based on the times of William Randolph Hearst.

"The idea behind the ads was to produce little serials, an ongoing story of what is going on at the paper," says Rebecca Holder, director-account services and a principal in Goodby, Berlin & Silverstein.

"The 'Citizen Kane' angle occurred to all of us."

The spots became a topic of general conversation and, more to the point, they got people thinking a little differently about the *Examiner*.

"The ads focused attention on the *Examiner*, but the paper itself is what brings in the readers, Mr. Knight says. "You compare the *Examiner* today to what it was a year ago, and you're going to see some marked changes, positive changes."

Editorial content is lighter with an edge of humor, compared with the weighty, serious tone of the past, he says.

(Continued on Page 38)

Betsy Gilbert is a Palo Alto, Cal.-based free lancer and frequent contributor to Special Report.

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Dailies spend time on tv

(Continued from Page 37)

David Rosenthal, a tv critic for the *San Jose Mercury News*, says that while the use of personalities in the *Examiner's* current campaign is clever, he's not sure it's going to get the desired result, which is to appeal to a broader range of readers.

"Basically, the message is: 'If you are intrigued by Hunter Thompson or Cyra McFadden or Warren Hinkle, well they write for us now,'" he says. "I don't know that that is going to sell a lot of papers."

While results of the *Examiner's* campaign have yet to be determined, the Bay Area's leading newspaper has embarked on an ad campaign of its own.

"A lot of people have asked me if the current television commercials on the *Chronicle* are a result of the *Examiner* campaign's success," Mr. Knight says. "They're not. The two papers' ad campaigns were planned at the same time, looking at separate marketing problems and separate strategies."

When the earth shook in Mexico the Mercury News moved.
INTERNATIONAL NEWS
We're all over it.
Bureau chief thinks fast
Battling back
The Mercury News

The *Mercury News* emphasizes its broad coverage in ads and spots.

Because the *Chronicle* is the area's dominant newspaper, promoting it was not a matter of trying to uplift an underdog. Mr. Knight wanted to highlight the paper's strengths, rather than use a discount subscription offer. He worked closely with the San Francisco advertising agency Gardner Communications in developing that message.

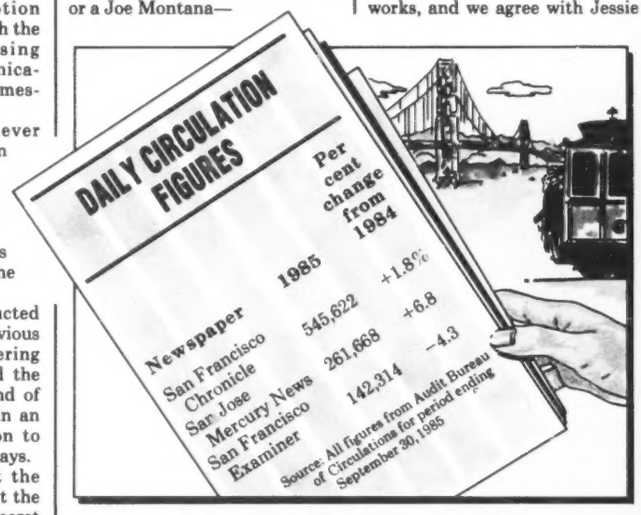
"The *Chronicle* had never done a corporate campaign in its history and we—Jessie and my staff—agree that a good strong corporate image was what we needed to portray," says Bob Gardner, founder of the agency.

"The research we conducted showed that because all previous advertising had been offering discounts, people perceived the paper as being in some kind of trouble. We needed to go in an entirely different direction to counteract that image," he says.

"We weren't looking at the same catalyst of events as at the *Examiner*, such as Will Hearst taking over, new columnists being brought in," Mr. Gardner says. "Because the paper leads the *Examiner* about five to one, we didn't need a lot of bells and whistles. What we wanted to do was reinforce the public's positive image of the *Chronicle* as the paper of record for the Bay Area."

The approach chosen was a dialog campaign of unscripted, unrehearsed spots done by a number of local personalities, including singer Boz Scaggs. They were all interviewed in man-on-the-street segments and gave positive impressions of the *Chronicle* in their own words. The tag line was "Great place. Great paper."

"We set unusual criteria for signing up the personalities we used," Mr. Gardner says. "The standard approach in something like this is to get a John Madden or a Joe Montana—people who do a lot of commercials. We decided to go with what we call testimonial virgins, people who are recognizable, but who've never done commercials before. At first, there was some resistance, but now we're getting calls and letters from people who want to be a part of the campaign."


DAILY CIRCULATION FIGURES
Newspaper
1985
Per cent change from 1984
San Francisco Chronicle 545,622 +1.8%
San Jose Mercury News 261,668 +6.8
San Francisco Examiner 142,314 −4.3
Source: All figures from Audit Bureau of Circulations for period ending September 30, 1985

A commercial with a more serious tone also has been running on local tv. "It's the anchor commercial," Mr. Gardner says. Several of the testimonial personalities make cameo appearances in the spot, which points up the *Chronicle's* strengths as a leading newspaper.

The *Chronicle* plans to continue the "Great place. Great paper" campaign indefinitely, and while the testimonials will be used, the personalities will change, he says.

"We found an approach that works, and we agree with Jessie Knight that we ought to keep it for as long as it continues to work," Mr. Gardner says.

That's an attitude shared by the marketing experts at the *San Jose Mercury News*, whose ads, with the tag line "The Bay Area's Best," have been touting the newspaper's corporate strengths on tv for more than four years.

"Our entire market approach for the past several years has been product based," says Tim Aldrich, director-consumer marketing for the newspaper. "It's different from what the San Francisco papers have traditionally done, but we felt that it was the right approach for us because we really do have the best newspaper in the Bay Area."

The *Mercury News* promotions are based on research that identified psychographic, rather than demographic, target audiences, Mr. Aldrich says. Spots promoting international news are aimed at one group, segments promoting business coverage at another.

"This is an approach that we've found extremely successful over the years, and it's something we plan to stick with," Mr. Aldrich says. "We've never done two-for-one discount ads, and it's not likely that we ever will. Our strength is the product, the newspaper, and that's the message we try to get across to the public."

The message will stay the same, but the paper's approach will change. "The Bay Area's Best" campaign, done by McCann-Erickson, San Francisco, is being replaced by a series based on the *Mercury News'* broad coverage. In December, "Entertainment—we're all over it" and "News—we're all over it" tv spots, created by Mr. Aldrich's in-house staff, began touting the corporate strength of the San Jose paper.

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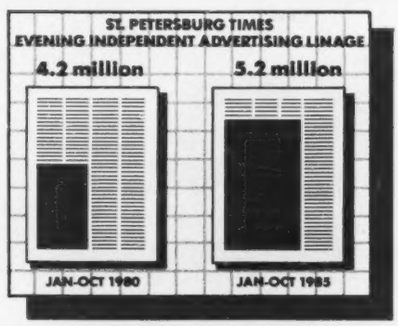

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New York papers playing the numbers game

By Cara S. Trager

Metropolitan New York's four major dailies are sharpening their editorial products and marketing swords in an effort to win distribution and circulation gains.

The Big Apple represents a highly charged, competitive market in which formidable media giants are battling for the New York newspaper reader.

Tribune Co.'s *New York Daily News*, News America Publishing's *New York Post* and Times Mirror Co.'s *Newsday* recently redesigned their marketing and advertising strategies with one goal in mind: Market dominance. Armed with special pullouts and new and expanded features, New York's major papers are playing for numbers —as in readers and advertisers.

Against this background, the New York Times Co.'s flagship marches to the beat of a different drummer. The paper has a daily circulation of 963,365, an increase of 3% from the previous year's figure, and a slight increase on Sunday, to 1,572,498. But unlike the other three dailies, which are eager to appeal to a broad-based audience, the *New York Times* is more concerned with the quality, rather than quantity, of its circulation.

The *Times'* editorial and marketing efforts are aimed at developing and maintaining a firm grasp on its well-heeled and well-educated reader, the professional or manager with a college degree and a median family income of $35,000 in Manhattan, $50,000 elsewhere, according to Len Harris, director-corporate relations.

> ***"We are expanding circulation on a very controlled basis . . . . We look for staying power."***
>
> **Len Harris**
> ***New York Times***

Although expansion of circulation outside the metropolitan New York area is a goal, the *Times'* interest is purely demographic, not geographic, as it wants upper-end readers, says Jim Cutie, director-marketing and promotion.

"We are expanding circulation on a very controlled basis, not for one day or one headline, but about 2% a year. We look for staying power," Mr. Harris says.

The *Times* promotes the paper through home delivery sampling and advertises with direct mail, which accounts for about 20% of its media mix, and morning and evening drive-time radio, which represents about 80% of its ad expenditures.

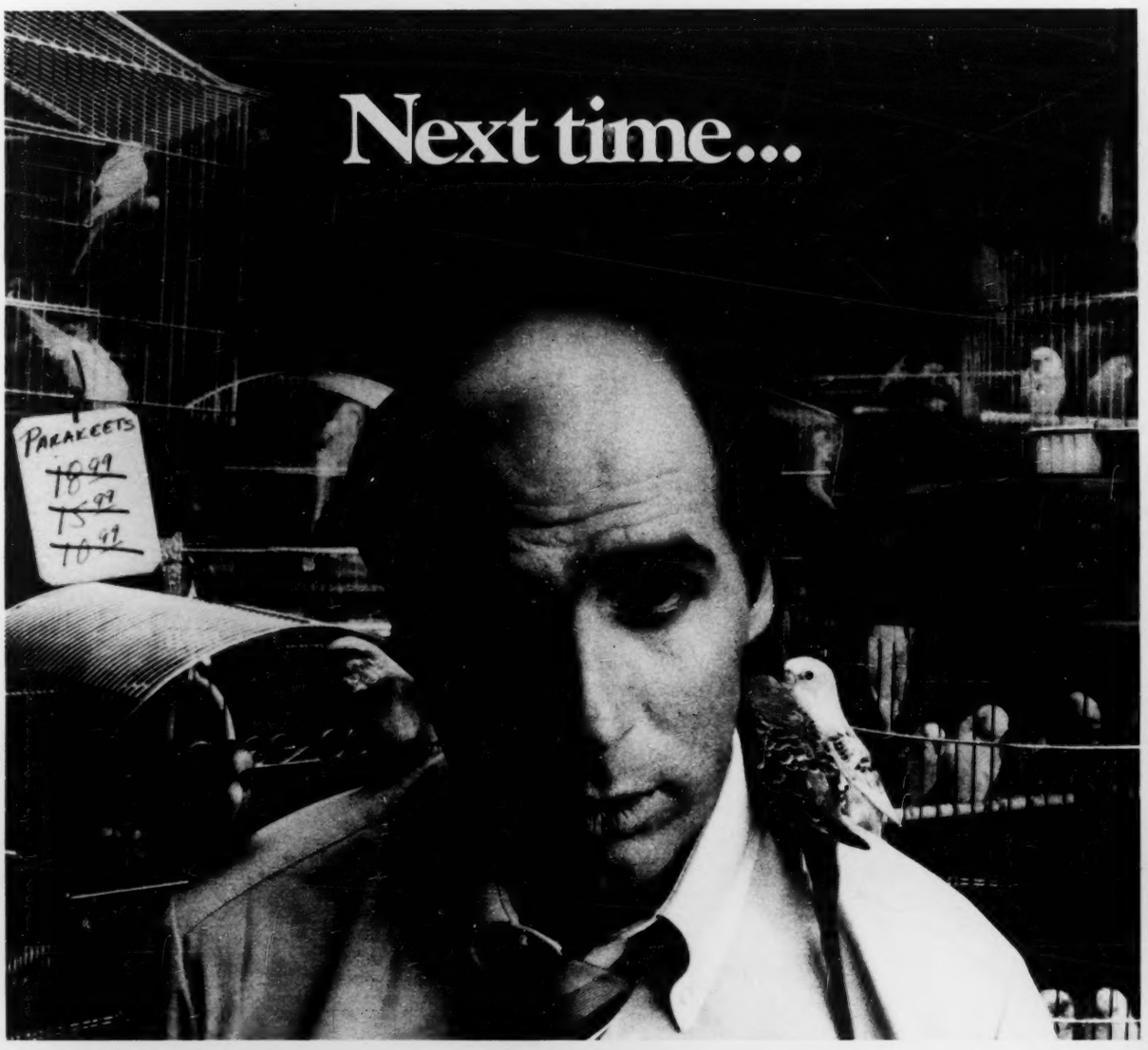
"Find Your World in Ours" is the paper's consumer ad campaign that attempts to attract the upscale reader by emphasizing the quality of the paper's national, international and business reporting, says Dorothy Abrahams, vp-account supervisor at Bozell & Jacobs, New York, which handles the account.

In an effort to build and maintain readers who fit the *Times* demographic mold, the paper continues to add sections and features suited to the needs and interests of these readers. For example, the paper, which started computer coverage in Tuesday's Science Times in 1982, launched regular computer coverage in its Sunday business section in January, 1985. Also, it has stepped up its single-topic Part II Sunday magazine sections to include Sports, the Sophisticated Traveler and World of New York, which examines the pleasures of life in the city.

New York Newsday since 1983 also has stepped up its number of pullouts, but the paper's most pronounced, recent efforts have been in city reporting. The 2½-year-old *New York Newsday*, determined to become a dominant player in the city, is increasing its distribution in

(Continued on Page 40)

Cara Trager is a New York-based free lancer and frequent contributor to Special Report.



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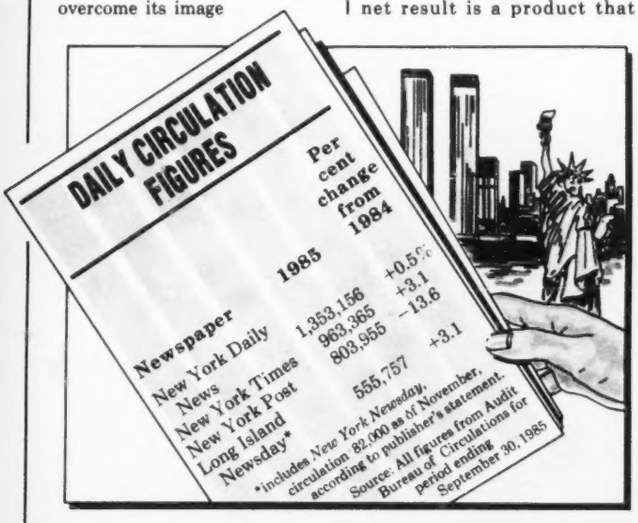
Papers playing the numbers game

(Continued from Page 39)
Manhattan and Brooklyn.

New York Newsday, as a relative newcomer to many city newsstands, is not only battling for circulation but also must overcome its image as a suburbanite.


DAILY CIRCULATION FIGURES
Newspaper
1985
Per cent change from 1984
New York Daily News 1,353,156 +0.5%
New York Times 963,365 +3.1
New York Post 803,955 −13.6
Long Island Newsday* 555,757 +3.1
*Includes New York Newsday, circulation 82,000 as of November, according to publisher's statement.
Source: All figures from Audit Bureau of Circulations for period ending September 30, 1985

Newsday's market research efforts, which include telephone surveys and focus groups, reveal that its Long Island image isn't going to change overnight. But *New York Newsday* is determined to change that perception.

About 120 writers, editors and photographers work exclusively on the New York edition, and another 25 will be added this year, says David Laventhol, senior vp for Times Mirror Corp. and *Newsday's* chairman. The net result is a product that boasts a city-oriented front page and, inside, news and features focusing on issues, events and business relevant to Big Apple residents, he says.

In April, based upon market research, the paper decreased its cover price from 30 cents to an introductory 20 cents "to get people to pick it up," Mr. Laventhol says. Earlier this month, Newsday increased its New York edition cover price to 25 cents. "Twenty cents is quite low in this market and was used as part of our marketing strategy. We don't feel we'll lose our readers to any significant extent because of the price increase," he says.

Through its editorial efforts and pricing strategy, *Newsday*, as of November, has reached a circulation of 82,000 in New York, an increase of 37,000 from April, according to Mr. Laventhol. By yearend, circulation is expected to reach 85,000, he ssays.

"That's relatively small by New York's standard, and most of it, 70,000, is in Queens, but that's not a negative," the publisher says. "The key word with us is incremental. We are in no rush and have no magic date to hit a magic circulation number. We want to do it right, and we expect it to take people a long time to change their reading habits. We are in New York for the long haul and expect to be fully competitive with other newspapers."

Media analysts say there's merit in the paper's incremental strategy. "If you can practice in Queens and leverage off your recognition while still developing your reporting, you can take your editorial product and gradually move into New York," says John L. Bauer, media analyst with Oppenheimer & Co., New York. "Queens is going to give them strength."

In 1986, as part of its long-term plans to gain city readership, the paper thus far has allocated about $2.5 million in media spending, a 25% increase from 1985, says Jack Squire, promotion director. Tv represents about 50% of its expenditures, with the remaining dollars spent on morning radio, outdoor boards and transit.

Newsday's most recent tv campaign, which began in September and ran for three months, featured an aerial view of the Manhattan skyline with the tag line, "We're taking New York head-on. There's more New York in Newsday."

Although the paper has had little effect on competition, its efforts have not gone unnoticed. "We view *Newsday* as a serious competitor and newspaper, which is extremely well-financed," says John Dunleavy, assistant to the publisher at the *Daily News*. "To date, however, it's had little effect on the *Daily News*, despite its price reduction. Their effect on both our advertising and circulation has been minimal."

Nevertheless, the *News* is not idle. The paper, which views itself as broad-based, recently introduced revisions and redesigns in its editorial product. For example, more and larger photographs have been added and two typefaces have been introduced.

In addition, the *News* has expanded its daily sports section by six pages, bringing total sports coverage to an average 16 to 20 pages a day.

The *New York Times'* marketing efforts are aimed at attracting well-heeled, well-educated readers.

"New York is a tremendous sports town. It's not an incidental section," Mr. Dunleavy says. Business coverage also has been enlarged to include a Tuesday business section and a Money Talks pullout, which offers Sunday readers business news and information.

Newspaper analyst John Morton of Lynch Jones Ryan in New York says the paper is acting defensively.

"What's been going on is that the *Daily News* is trying to hold the middle-ground against suburban *Newsday's* foray into the city, particularly in Queens," he says.

The paper's most recent campaign positions the *News* as a bona fide New York product. Its

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S&MM, Survey of Buying Power, 1984

THE BUFFALO NEWS
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ad campaign, introduced in June, carries the tag line, "New York's hometown paper."

"The *New York Times* is the national paper of record, *Newsday* is not a New York paper yet and the *Post* is a foreigner-owned tabloid," says Jim Callaway, president New York-based Holland & Callaway, the *News'* agency. "The *Daily News* is down home."

TV represents the primary thrust of the paper's advertising expenditures, with outdoor boards and radio accounting for the remainder. Executives declined to reveal ad spending but anticipate the budget for 1986 to be about the same as last year.

Admittedly, the bottom line is circulation. Although the *News'* daily figure increased slightly from 1984 to 1,353,156 in 1985, Sunday circulation was down 59,415 from the previous year, to 1,662,026.

In the past, the *News* has relied upon contests to attract new readers and boost circulation.

"Contests always are beneficial in giving a temporary hike to circulation and introducing new readership to the product," he says. "However, at some point, the needle has to be withdrawn, and the fact which sells the paper in the long-term is a good, solid readable product."

To increase circulation, the paper is focusing more of its attention on Manhattan, adding several hundred outlets to its distribution system; tripling the number of street vending machines, and stepping up its home delivery program.

Despite these efforts, the paper anticipates a loss in circulation because it raised its weekday cover price last October from 30 cents to 35 cents, says Allan Talbot, director-planning. He expects circulation to return to pre-price increase levels by early 1987.

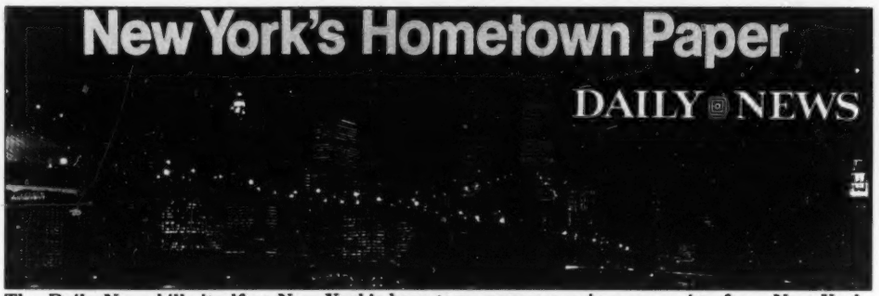
Also casting hungry eyes on the New York reader is the *Post*. The *Post*, long known for its bold and dramatic front-page headlines, is attempting to change that image, the *News'* Mr. Dunleavy says. "The *Post* is a moving target right now that was easier to describe a year ago. Today, it's trying to become more respectable; there's not quite the screech to the headlines, and we're seeing a lot more effort to introduce readers to commentary."

Post executives concur. "We're out to attract a younger audience, who spends all the money it makes, is educated and upwardly mobile and looking for life-style opportunities," says Tom Kennedy, advertising director.

To that end, the paper last August added a special City People section and also stepped up its sports and business coverage through special pullouts.

Like the *News*, the *Post* has attempted to boost circulation through contests, particularly its Wingo game, which ended last July after five years.

"The original goal was to increase circulation by bringing more people into the paper, and it was very successful in the beginning," says Roderick Welch, the *Post's* director-circulation. "Last spring, we decided to let the circulation settle where it may." As a result, circulation declined 13.6%, to 803,955 in 1985. "Wingo was hype, and we are happy with what we got, and now that we see where our circulation is, we will make other decisions to increase it again," says Mr. Welch, who would not discuss plans.



The *Daily News* bills itself as New York's hometown newspaper in a campaign from New York-based agency Holland & Callaway.

Post executives also attribute the circulation decline to the paper's cover price, which increased from 30 cents to 35 cents in October, 1984.

Although the higher price ultimately affected circulation, the *Post's* Mr. Kennedy indicated that it represented a competitive edge in selling advertisers. "The advantage is that readers weren't buying the paper out of cheapness but [because it was] something they wanted to read."

But with circulation being the name of the game, a new consumer advertising campaign is in the works, although the company declined to elaborate.

As the battle for readers, and ultimately, advertisers, rages on in the Big Apple, the competing dailies can find comfort in the fact that there's a strong possibility there will be more than one victor.

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Promotion is weapon in Dallas circulation war

By Susan Garland

The Dallas newspaper market has proved to be an arena of colorful battles between its two daily newspapers, the *Dallas Morning News* and the *Dallas Times Herald*.

In 1985, the *News*, owned by A.H. Belo Corp., scored a victory as the paper's daily circulation increased 4.9% from the previous year, to 377,843, and garnered about 62% market share. This gives the *News* a substantial lead over Times Mirror Co.-owned *Times Herald*, which has a circulation of 231,224, a 14.6% decrease from the similar period a year earlier.

Dallas is the only market to list two papers in the top 10 U.S. newspapers in full-run ad linage. For the first eight months of 1985, the *News* is ranked No. 1 and the *Times Herald* is No. 8, according to Media Records.

The marketing battle between the two is often as fierce as the circulation struggle.

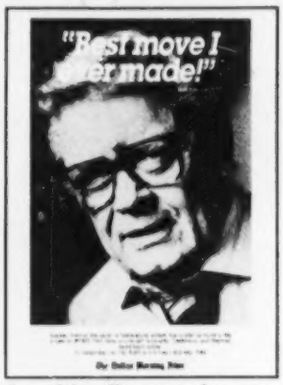
"In terms of circulation, Dallas is a more promotional type of market," says Barry Kaplan, a publishing analyst at Bear, Stearns in New York. "This is partly because of the competition and partly because you've got two very smart effective marketers competing against each other. Both are knocking heads from a promotional standpoint."

In 1977, when the *Times Herald*, previously an afternoon paper, published its first morning edition, competition escalated.

At that time, both newspapers began investing heavily in marketing support. The *Morning News* retained Yankelovich, Skelly & White, New York, to conduct a profile study of the Dallas market. Based on the report, the *News* stepped up its coverage of business, sports, fashion, arts and entertainment, and local news. The Yankelovich study was repeated in 1981 and 1983.

"We made a long-term commitment to improve the product," says Jeremy Halbreich, *Morning News* exec vp. "In close coordination with that commitment, we've mounted aggressive advertising sales efforts and year-round circulation solicitation."

And that effort appears to have paid. "Judging from circulation numbers, the *News* has quite obviously conducted an effective program, not just in marketing but in product improvement," says Bruce Thorp, media analyst for John Morton Co., New York. "The *Times Herald* has worked very hard to improve the appeal of its paper to the reader, but so far those efforts haven't paid off as well as they have at the *News*."



A multimedia campaign supported Blackie Sherrod's move to the *Dallas Morning News*.

The *Morning News* is oriented toward providing what the market perceives as a quality product, Mr. Kaplan says. "The *Times Herald* has made some product changes too, but most of that is a competitive response to what the *News* already has done."

But the *Times Herald* hasn't been without its own marketing studies. In 1985, it commissioned a market study by Urban & Associates, Sharon, Mass. "There are amazing reasons for why you are read," says Laurie Walton, *Times Herald* vp-promotions.

"You can't hang your hat on any one thing and be safe. You have to have appeal without fragmentation. We're isolating those areas with greatest impact and potential for growth," Ms. Walton says.

"In the Chris Urban study, readers were asked to rank the newspapers over-all on a scale from 0 to 100 and both newspapers ranked in the low 90s," says Arthur Wible, *Times Herald's* publisher. "In markets not as competitive as Dallas, you don't get such a high ranking. This shows that our environment is one of growth and it provides both papers enough room to improve and grow."

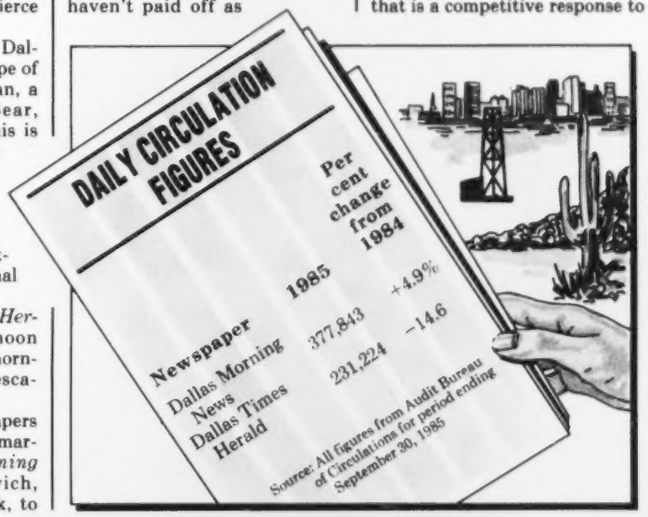
The *Times Herald* kept itself visible during 1985, beginning the year with a continuation of the popular "What does the *Herald* say?" campaign and the use of a classified ad phone number jingle. The introduction of new sections and features, including an expanded business section, the Sunday magazine and an in-depth news section, was promoted by using the date, Sunday, May 5. The product improvements were supported with heavy tv, radio and outdoor advertising, Ms. Walton says.

Tv spots to announce the return of a local columnist to the newspaper and the debut of *USA Weekend* in the *Herald*, and a revised jingle rounded out the *Times Herald's* broadcast year. "We'll continue multimedia exposure in 1986," Ms. Walton says.

"The *Times Herald* recognizes Dallas is a rural, sophisticated city that likes to have a good time and has a sense of humor," says Dave Campbell, group supervisor with the Dallas-based Richards Group, the paper's agency since 1977. "A lot of our [future] advertising and other communication will address that perspective," he says.

In January, 1985, the *News* began a multimedia campaign focusing on its newest addition to its staff, veteran *Herald* sports columnist Blackie Sherrod. Tv, radio, outdoor and direct mail supported "The Move" of Mr. Sherrod, who had worked 26 years of his 35-year career at the *Herald*. The campaign was designed to recruit *Times Herald* readers and non-newspaper readers.

Sunday, May 5, was the debut of special sections and features in the *Dallas Times Herald*.



In May, the *News* selected Tracy-Locke, Dallas, to handle its advertising after the Dallas office of Cunningham & Walsh, the paper's previous agency, closed that month. Because the *News* was left with an unusable, unfinished tv campaign after the switch, the paper refrained from any tv advertising the remainder of the year. This year, the *News* returns to tv and devotes equal spending between it and radio, according to Harold Gaar, *News* vp-marketing. Two tv spots introduced earlier this month promote image while the hard-sell subscription push is left to radio.

"The campaign officially begins February and runs for six weeks, followed by advertising tracking and then another flight of ads," says Scott Helbing, vp-management supervisor at Tracy-Locke.

To further promote themselves, both papers spend actively on cultural, athletic and community events.

"Public relations fits into the marketing objective, as does the sports, business or local news emphasis—it all comes out of the long-term commitment," the *News'* Mr. Gaar says. The *News* sponsors different business seminars and functions, races, ama-

(Continued on Page 44)

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Dailies mining Florida's Gold Coast

By Mark Schwed

If the moon's over Miami, the sun is shining off Florida's Gold Coast. North of Miami, in Dade, Broward and Palm Beach counties, the population is booming and the area has become a battleground for the daily newspapers.

"It's war there," says Fred Barger, *Herald* circulation manager.

Since 1975, Miami's growth has slowed, not in keeping with Florida market tradition. In 1980, Miami's population was at 1.6 million, of which 36% was Hispanic, according to the U.S. Census Bureau.

While population increased slightly to about 1.7 million as of April, 1985, the Hispanic population increased to 41%, according to estimates by the metropolitan Dade County planning department.

Because of that slow growth in Miami, the *Herald* turned to aggressive marketing in the area known as Florida's Gold Coast.

In 1985, combined population in Dade, Broward and Palm Beach counties is estimated at 3,595,524, according to the University of Florida. That figure is expected to increase 12.2% by 1990 and 30.9% by 2000, according to university projections.

However, in competing off home turf, Knight-Ridder Newspapers' flagship is faced with competition from the *Fort Lauderdale News* and *Sun-Sentinel* and the *Palm Beach Post* and *Evening Times*, each looking for a larger chunk of the steadily growing Gold Coast pie.

In 1985, Tribune Co.'s *Fort Lauderdale News* and *Sun-Sentinel* had a combined daily circulation of 196,249, a 7% increase from the previous year's figure, while the Palm Beach Newspapers, owned by Cox Enterprises, showed a combined circulation of 122,596, a 2.9% increase from 1984.

The *Herald*, which has a circulation of 421,679, a 0.5% increase from 1984, markets itself as "Florida's Newspaper," promoting its 16 world bureaus, national and regional coverage.

Most of the *Herald's* estimated $800,000 ad budget is spent on broadcast advertising, says Hank Goldberg, management supervisor at Beber Silverstein & Partners, Miami, the paper's agency.

In its tv campaign, which began in 1984, the *Herald* pushes its 800 telephone number to boost home delivery subscriptions and a "Find your one in a Million" campaign to push classifieds.

"The idea is with a million readers a day you can find any prospect for the product and vice versa," Mr. Goldberg says.

The *Herald* also used a "Catch the Herald" campaign, which dumps free newspapers on readers' heads to show how much they can save through home delivery.

Also, in November, the *Herald* aired tv spots during local news breaks to promote its 75th anniversary in December.

The spots featured a man reminiscing about events in Miami's past that the *Herald* covered.

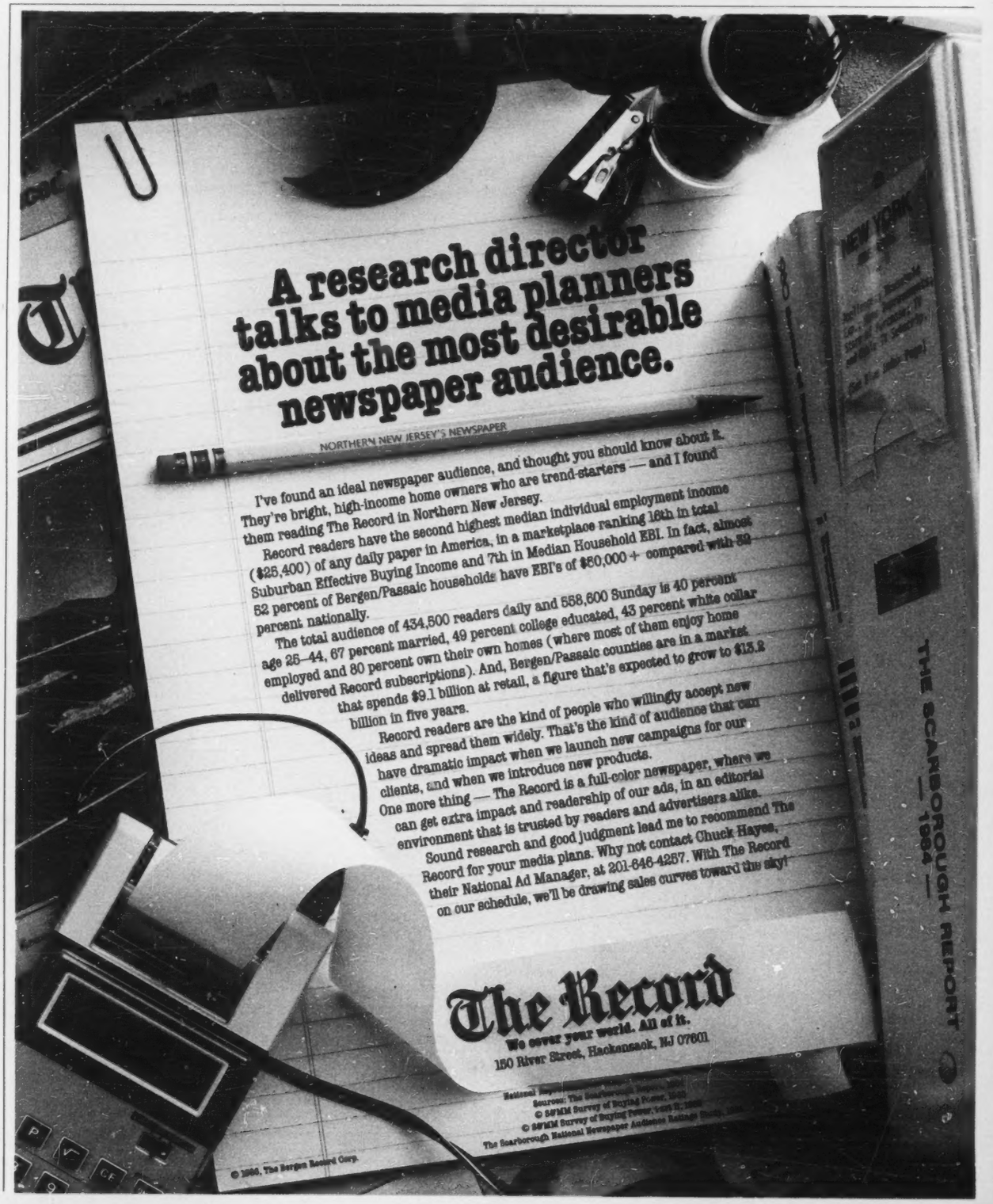
But while the Herald promotes a broad-based distribution and a humorous approach to advertising, the *Fort Lauderdale News* and *Sun-Sentinel* work the local beat with a vengeance.

"Our philosophy is we want to publish a complete newspaper, but more importantly, we want to be the best local news provider in our market," says Robert Plaisted, vp-marketing for News & Sun-Sentinel Co. The *News* and *Sun-Sentinel* consumer campaign takes a more serious tact.

"Our campaign is 'It's Required Reading,'" says Stan Harris, creative partner at Steve Walker & Associates, which handles the *News* and *Sun-Sen-*

(Continued on Page 44)

The *Miami Herald* uses a toll-free telephone number in its spots pushing money-saving home delivery subscriptions.


A research director talks to media planners about the most desirable newspaper audience.
NORTHERN NEW JERSEY'S NEWSPAPER
I've found an ideal newspaper audience, and thought you should know about it. They're bright, high-income home owners who are trend-starters — and I found them reading The Record in Northern New Jersey.
Record readers have the second highest median individual employment income ($25,400) of any daily paper in America, in a marketplace ranking 16th in total Suburban Effective Buying Income and 7th in Median Household EBI. In fact, almost 52 percent of Bergen/Passaic households have EBI's of $30,000+ compared with 39 percent nationally.
The total audience of 434,500 readers daily and 558,600 Sunday is 40 percent age 25–44, 67 percent married, 49 percent college educated, 43 percent white collar employed and 80 percent own their own homes (where most of them enjoy home delivered Record subscriptions). And, Bergen/Passaic counties are in a market that spends $9.1 billion at retail, a figure that's expected to grow to $13.2 billion in five years.
Record readers are the kind of people who willingly accept new ideas and spread them widely. That's the kind of audience that can have dramatic impact when we launch new campaigns for our clients, and when we introduce new products.
One more thing — The Record is a full-color newspaper, where we can get extra impact and readership of our ads, in an editorial environment that is trusted by readers and advertisers alike.
Sound research and good judgment lead me to recommend The Record for your media plans. Why not contact Chuck Hayes, their National Ad Manager, at 201-646-4257. With The Record on our schedule, we'll be drawing sales curves toward the sky!
The Record
We cover your world. All of it.
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THE SCARBOROUGH REPORT — 1984 —

Mark Schwed is a Miami-based free-lance writer.

Dailies mine Gold Coast

(Continued from Page 43)
tinel's $700,000 account. "If you need to know what's happening locally, in Broward County and West Palm [Beach], then we are the best source of news."

The *News* and *Sun-Sentinel* rely on print and radio, with a smattering of tv spots. Toward the end of the week, the combined Saturday and Sunday paper, *News & Sun-Sentinel*, uses radio.

The 2-year-old campaign forced changes in the *Herald's* advertising from a light humorous approach to one pushing local news, Mr. Harris says.

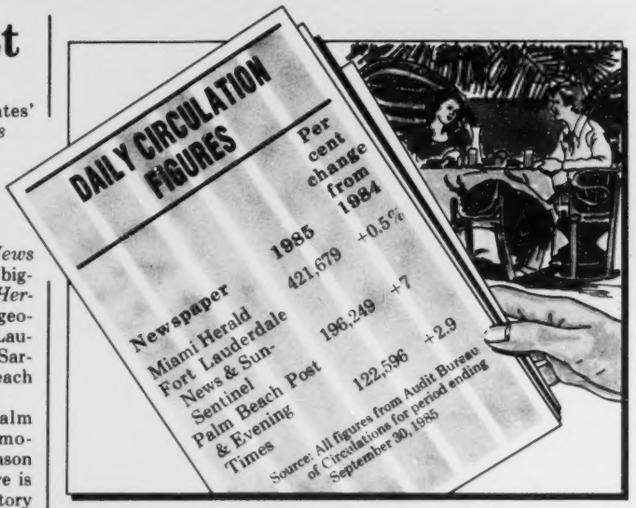
The *Herald's* Mr. Barger disagrees. "I haven't seen any change in our approach, and I don't recall any instance when we tailored our ads because of something they [*News* and *Sun-Sentinel*] did," he says. "We've always felt the first chore of being on tv is to get you noticed. Then deliver the message."

Steve Walker & Associates' Mr. Harris says the *Herald's* ads are fun, but questions their effectiveness. "We take the point of view, 'Let them be fun. We'll be important,' " he says.

"The *Fort Lauderdale News* and *Sun-Sentinel* is a much bigger threat than the *Miami Herald* simply because of the geographical location of Fort Lauderdale," says J. Lawrence Sartory, president of Palm Beach Newspapers.

The affluence of the Palm Beach area raises the demographics, but the primary reason for the newspaper wars there is the market growth, Mr. Sartory says. "Any survey you pick up shows it is anywhere from the first to the fourth fastest growing market in the country."

In March, the *Palm Beach Post* and *Evening News* introduced a campaign designed to differentiate between the locals and the invaders, with the tag line, "Your newspaper should be important, not imported."



"It's aimed at anybody coming into this market—*USA Today*, the *News* and *Sun-Sentinel* or the *Herald*," Mr. Sartory says.

In 1983, the jointly owned but separately run *Post* and *Times* began merging staffs. As of Jan. 6, only the editorial and op-ed pages are prepared independently, giving the papers combined circulation strength.

The "Imported" campaign, which promotes both papers, will run until March, when a new campaign is scheduled to break, Mr. Sartory says.

"We're working on a campaign that will have a different focus for 1986," says Denise Jones, account exec at Miami-based Caravetta, Allen, Kimbrough-BBDO, the papers' agency.

Although Mr. Sartory considers the *News* and *Sun-Sentinel* primary competition, the *Herald* has made an effort to strengthen its readership in the Palm Beach area.

In 1984, the *Herald* tripled its staff to beef up local coverage. Also, in Palm Beach, the Sunday *Herald* sells for 50 cents, while everywhere else it costs 75 cents.

However, the *Herald's* activity in the Palm Beach market has not affected the *Post's* circulation, Mr. Sartory says.

Regardless of the gains and the losses, one thing is certain: The big guns will still blast.

"I can't speak for what the boardroom of the Herald will do, but we are now and will continue to be the dominant newspaper in Broward and south Palm Beach County," says the *News* and *Sun-Sentinel's* Mr. Plaisted. "If we continue to go the way we're going, some of those folks who are now competitors may see the light."

"None of us shows any signs of going broke," Mr. Barger says. "The Tribune Co. has the Cubs and the *New York Daily News*. They seem to be solvent and they seem to be in it for the long run," he says. "I don't think there'll be anybody waving the white flag."

Promotion is weapon

(Continued from Page 42)
teur golf, bowling and tennis tournaments as well as the Dallas Morning News Basketball Classic.

In addition to daily feeds on various radio stations in the area, the *News* sponsors a daily program on public radio station KERA (fm). "It's an upscale audience, so it's the right group of people," Mr. Halbreich says. "It also gives us the ability to focus on breaking stories in the morning's paper and provides a forum for promoting what's important to our news department."

The *Times Herald* community commitments accelerated when Times Mirror came in, according to Ms. Walton. Perhaps the best known sports event the newspaper sponsors is the *Dallas Times Herald* Invitational Track Meet, which began in 1981.

> ***"The city is pleased . . . to have a first-class kind of event."***
>
> **Laurie Walton**
> ***Dallas Times Herald***

"The city is pleased, I think, to have a first-class kind of event such as this because of the recognition it brings Dallas," Ms. Walton says.

"Both newspapers have changed typographically," Mr. Thorp says. "They've added new sections in the last year and there's been some grabbing of columnists and writers from one newspaper to the other, which is an attention grabber."

Over-all, in 1985, both papers made more of a product improvement effort than seen in other cities, because of the fierce competition between the two, he says.

Follow the Readers to the Gazette.

You'll be in the very best of company.

Because 79 percent of our readers make over $50,000 a year. And 80 percent of them are college graduates or more, and 79 percent are in professional or managerial positions.

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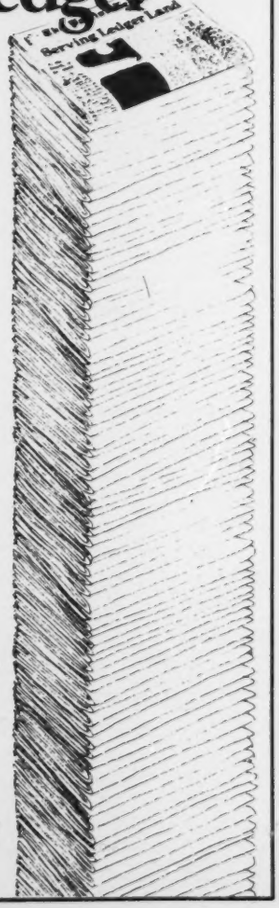

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*ABC Newspaper Publisher's Statement, 9-30-85
**N.E. Newspaper Assn. Lineage Report, 12-31-84

Coloring comics to change with the times

By Julie Liesse Erickson

Grab a sandwich with Dagwood. Commiserate with Charlie Brown. Catch up on the latest with Brenda Starr.

For many Americans, these are cherished traditions, as regular a part of Sunday as football games and as routine as the Monday morning commute.

For newspapers, too, it's been a rule of thumb that the comics sell papers. Pick the strips you want, have the printer make up the section and, *voila*, instant readership.

However, taking the comics for granted is not such a good idea, nor is this attitude enough to keep the section viable, according to leading syndicators, cartoonists and newspaper executives.

Comic strips have changed. They are more relevant, topical, trend-oriented and targeted to specific demographics, syndicate and newspaper executives say. There are fewer continuity strips and more varieties of humor. Most strip art is less detailed, perhaps more hurried than in the past, many industry executives say.

"[Our project] was based on a sense on the part of a lot of us involved with comics that the Sunday section had lost a lot of its punch over the decades," says Bill Baker, vp-news for Knight-Ridder Newspapers, Miami. "We felt that the comics were losing some of their intensity with readers."

In February, 1982, Mr. Baker headed the creative committee for the 21st Century Comics project, an ad hoc organization representing syndicates, newspapers, cartoonists, ad agencies and sales reps. Metro Sunday Network, New York, initiated the project.

"The project's original goal was to take a look at newspaper comics and what they were doing right—and wrong," says Thomas Craddock, sales director-comics at MSN, which sells space in the Sunday magazines and comic sections of 100 U.S. newspapers.

Research sponsored by the 21st Century committees and conducted by Scarborough Research, New York, revealed what comic sections still are doing right: Attracting readers.

Scarborough's 1983 study reported that of Americans receiving a Sunday newspaper, 53% of adults and 79% of readers 17 and younger read the comic section. Loyalty also is a characteristic, with 80% saying they read all four comic sections during a four-week period.

But in some cases, the comics fall a frame short. "There were eight to ten key things we found, essentially all based around the idea that the Sunday comic section is unedited, archaic and not very modern, at every level," Mr. Baker says.

Using the same size panels is a key problem. "Comic books long ago broke out of the panel approach, making the Sunday comics look old and tired," he says. "Newspaper comic sections also lack a package approach. It's been strips, strips, strips for as long as anyone can remember.

"We found also that the comics completely neglected two key areas of young people's interest, music and sports."

Making sure the comics maintain their traditional appeal for children and teens has been a primary concern. "Too many papers were skewing away from kids and toward adults," Mr. Craddock says. "One of the most important parts of the comic section's role is to get kids involved with the paper."

Today's young reader is tomorrow's subscriber and, according to the study, 10 to 17-year-olds call the comics the most important part of the newspaper.

HELP OVER!
DREAM DATE WITH OPUS !!
CHOICE EVENINGS STILL AVAILABLE ! QUICK ! WRITE FOR RESERVATIONS NOW ! HURRY ! QUICK ! THEY'RE GOING FAST !
I'M A PERFECT GENTLEMAN... TRULY I AM... NO HICKIES. I PROMISE... HELLO !
FOR ONLY $19.95!
T&S-53....$19.95

Comics are better at attracting readers than Opus is with dates.

The 21st Century research committee suggests that newspapers incorporate more reader-participation features, such as contests, trivia games and clubs and more pop culture news and strips with broad, family appeal. Editors also must pay more attention to comic section design as a whole. "Kids today are surrounded by so much graphic sophistication, you just can't throw garbage at them anymore," Mr. Craddock says.

During the '60s and '70s, when most of the newspaper was redesigned, the Sunday comic section remained virtually unchanged, Mr. Baker says. Perhaps this is because the section is an anomaly for most newspapers. It's printed out of house, sometimes out of state; it's printed in color; generally all the material is supplied by non-staffers, and it has little advertising.

"The editors find it harder to get their hands on the material," says Mr. Baker, pointing out that over-all concern about the comics centers on the Sunday

(Continued on Page 46)

"Here she comes, Miss What's-Her-Name."

Everybody knows Miss America, right? Wrong.

That's what the Institute of Outdoor Advertising discovered recently when we asked people to name the winner of the 1985 Miss America beauty pageant.

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Company _____

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AA 1/23

Changing with the times

(Continued from Page 45)

section. "The bottom line is that the editors have control over [the weekday comic pages], unlike the Sunday comics. If you do nothing but send a list of strips to your printer, how involved do you get?"

Tom Feran, who as features editor supervises the comics for the Cleveland *Plain Dealer*, a Newhouse Newspapers property, says he'd like to improve the design of the comics because it's one of only three sections in the Sunday paper that regularly feature color. "We'd like to make better use of that opportunity."

But, he says, "It's harder to do something with it, because you're doing it by remote control."

The 21st Century creative committee report, released in February, 1985, suggests specific design changes, including varying sizes of strips and individual panels, filling white space with smaller features such as jokes and packaging popular features as a unit.

"Reaction to these suggestions has been 'It looks good, looks great—now, how do I do it?'" Mr. Craddock says. But perhaps more significantly, the question is *who* will do it.

Syndicates say the responsibility should rest with newspapers.

"They are wonderful suggestions, but the real stumbling block now is how to execute these ideas," says Bob Ferguson, managing editor for Tribune Media Services, Orlando, Fla., distributor of "Shoe" and 19 other daily strips. "They should have done a feasibility study as an adjunct to the 21st Century project. I mean, how can you ask Jeff MacNelly, who draws 'Shoe' for 1,000 papers, to redraw that strip for 15 newspapers?"

The bottom line is that it's easier for everyone involved to maintain the straight-strip status quo. In addition, not everyone agrees that newspaper comic sections need a design update in the first place.

"Essentially I think that if the newspaper devotes a fair amount of space to a strip and displays it properly, the talent will sell itself," says Al Leeds, sales manager for the Washington Post Writers Group, syndicator of three strips, including "Bloom County."

But debate rages on about what constitutes a fair amount of space. "One of the biggest concerns of creators is that the medium be preserved, and a key problem is the reduction in size made by newspapers," says Bill Yates, comics editor for Hearst Corp.'s King Features Syndicate, New York, distributor of 50 strips, including "Blondie," "Hagar the Horrible" and "Beetle Bailey."

"Study after study shows that the comics are the best-read, most popular, most emotionally charged part of the newspaper; it's stupid to kill your No. 1 feature. They say they're doing it to save space, but that's not valid," Mr. Yates says.

"When the redebut of 'Doonesbury,' we had an opportunity to fight back a little," says Lee Salem, managing editor for Universal Press Syndicate, which also distributes "Cathy." When "Doonesbury" creator Garry Trudeau returned from a 21-month hiatus Sept. 30, 1984, the syndicate demanded his strip run in a space wider and deeper than the normal slot. Despite much discussion, the effort seems to have had little impact on the strip's popularity, Mr. Salem says.

"Why take something that helps newspapers keep old readers and attract new ones and shrink it down so that you can't even read it with your glasses on?"

Comics such as "Boomer's Song," "Calvin & Hobbes" and "Doonesbury" are part of a trend toward comics targeting specific demographics.

In addition to display size, syndicates and artists complain about newspapers' impatience with new strips. "Every once in a while you hit a real winner that catches on quickly, but it generally takes a long time to build an audience," Mr. Yates says. "And today, there's not as much patience on the part of editors to give a strip time to get a foothold.

"I'm convinced that if these conditions existed back in the 1960s, 'Peanuts' wouldn't exist today. It and 'Beetle Bailey' were both slow starters. I just think it's wrong to not give a strip a chance; and it's worse to buy a strip and not run it."

But, syndicate executives admit, to a large degree they have created the problem.

"We're all out there fighting for a finite amount of space, with five or six syndicates each sending out two or three new offerings each year," Mr. Salem says.

On top of that, says the *Plain Dealer's* Mr. Feran, "A comic strip isn't just a strip standing alone any more. The licensing surrounding comic strip characters makes that newspaper space more valuable."

However, some industry executives hesitate to call the comics an essential selling point for a newspaper. The *New York Times*, which has thrived despite the lack of a comics page, is often referred to as an example. Others say the trend toward colorful, flashy newspaper design may make comic sections expendable. "If *USA Today* is the newspaper of the future, where does that leave the comics?" Mr. Ferguson asks.

"One problem we've found after concluding our project is that the Sunday comics are such a behemothic, interlocked area of the paper that it's going to be hard to get the changes going," Mr. Baker says. He hopes two or three Knight-Ridder papers will lead the way with substantial changes during 1986.

Others hope change will come soon. "I'm not sure newspapers realize how important the comics are to them," Universal's Mr. Salem says. "To continue to disregard them as witnessed with the shrinkage in strip size would be a mistake."

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Ad sales no laughing matter

Like other advertising media, newspaper comics were derailed by tv's arrival in the 1950s. Those who sell space in comic sections still are trying to get business back on track.

"Back in the 1940s and 1950s, newspaper comics were the only newspaper ad medium available in four-color," says Thomas Craddock, comic sales director for Metro Sunday Newspapers, New York. Automobile and cigaret companies were heavy users. Many advertisers even devised cartoon characters of their own, featured in continuity strips.

"As a matter of fact, when MSN was founded, 75% of our total ad income came from the comics, only 25% from Sunday magazines," Mr. Craddock says. "Today, that's reversed."

Of U.S. newspapers' $25.5 billion in 1985 ad revenues, only about $15 million to $20 million comes from comic sections, Mr. Craddock says. "We could double that easily with the efforts we're putting into it. It's just a matter of education and economy," he says. "Comic sections are an untapped resource."

Advertising has been limited by marketers who don't think their products fit into the comics, some executives say. Others say new tones and styles of comic strips have been responsible for the lack of advertising. "Your success with comic section advertising has a lot to do with the kinds of comics you're running; lighthearted, family-oriented comics are the ones we look for," says Rod Moake, assistant ad director for the *San Antonio Express-News*.

But if they don't feature many ads, comic sections increasingly are being used as wrappers for free-standing inserts.

Two dailies, Newhouse Newspapers' Cleveland *Plain Dealer* and News America Publishing's *Express-News*, print stand-alone color comic sections on Wednesdays to hold a burgeoning number of inserts.

For the *Express-News*, this has provided two bonuses: Extra advertising and potentially higher readership. "We've learned that the comics have a great deal of loyalty attached to them. If we could ride on that, we realized it might facilitate greater readership during the week," Mr. Moake says.

Since the *Express-News* started Wednesday Comics Plus in September, 1984, the section has exceeded advertising projections, Mr. Moake says. The typical six pages of comics has been expanded to as much as 16 or 18 with ads and inserts.

Not only do the comics wrap ads, they often are wrapped themselves. Those half-page vertical ads that fold around comic sections, called spadeas, have grown in popularity.

But, while spadeas offer high visibility for an advertiser, they present two editorial problems, Mr. Craddock says. "First, it's seen as an intrusion by many readers. On top of that, if I were a newspaper editor, I wouldn't want my masthead blotted out by an ad. It's a fad."

However, the over-all future of comic sections' advertising is optimistic, Mr. Craddock says. "We've received a tremendous response from advertisers looking for an alternative to kid tv, which is completely saturated, where their ad gets lost in the whirl of clutter," he says.

The *San Antonio Express News* is one paper tapping the comics.

"Advertisers should use this medium," says Bill Yates, comics editor for King Features Syndicate, New York. "What a natural place to advertise, what a smart way to tie into a character's popularity."

Although no one is panicking, if advertising does not materialize, the comics, expensive to acquire and to print, could be in trouble, some executives say.

"The problem has been that with less advertising in the comics, as advertisers look at all the other options in and out of the newspaper, it takes away the comics' cost justification," says Bill Baker, vp-news for Knight-Ridder Newspapers, Miami. "Newspapers have become more businesslike, and in the effort to keep the bottom line intact, comics are somewhat vulnerable."

But, he says, "With their demographics and readership high, I see no reason why the comics can't be seen as a viable, effective ad medium." —*J.L.E.*

Associate editor Marie Spadoni coordinated this report on Newspapers.

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Next week ADVERTISING AGE's Special Report will focus on **Marketing to the Arab World.**

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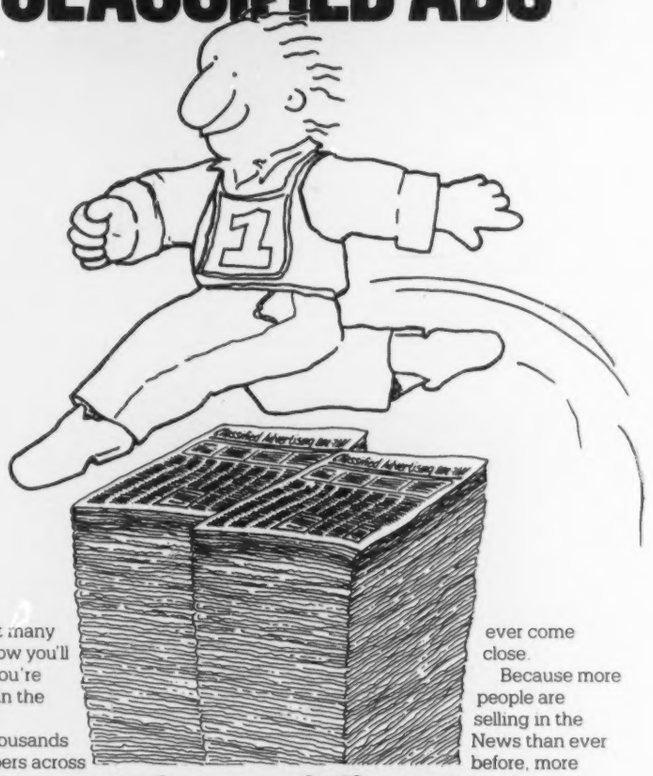

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MediaWorks

TV AVAILS

This is a special National Assn. of Television Program Executives edition of Tv Avails, listing barter syndicated shows that are expected to be among the hottest newcomers to national tv this fall. Since most syndicators are still clearing stations for the programs at the NATPE convention in New Orleans this week, national ad rates have not been set in most cases.

"SilverHawks" is the next first-run, $15 million animated half-hour afternoon strip from Lorimar-Telepictures, which has already cleared the 65-episode series in more than 65 markets for a fall start. There are 2½ national minutes for sale.

"Banko," a Bingo-inspired game show strip, is off to a "brisk" clearance start via 20th Century Fox TV, whose executives are withholding specifics until after NATPE sales. Fox is selling one national minute in each of the 260 half hours.

"The Oprah Winfrey Show," a first-run, one-hour talk show strip hosted by the WLS-TV, Chicago, personality now starring in the movie "The Color Purple." "Oprah" has been cleared for fall in at least 90 markets on a cash-plus-barter basis by King World. It's geared primarily for daytime.

"The Ted Knight Show" is a weekly, fall, half-hour, cash-plus-barter sitcom designed by D.L. Taffner/Ltd. as sort of a sequel to "Too Close for Comfort," now a Monday-through-Friday strip. First fall commitment is from the Metromedia station group. LBS Communications is handling sales of the 1½ commercial minutes in each of the planned 22 episodes. It's expected to appeal to most of the scores of outlets already clearing "Comfort."

"Kideo TV" is a first-run weekly package of three DIC Enterprises-animated series being bartered for spring startup by LBS Communications. The package can air as a 90-minute bloc or as three separate half hours, "Rainbow Brite," "The Popples" and "Ulysses 31." LBS is selling six ad minutes to national sponsors, except in the fourth quarter when LBS will sell three minutes.

"MTV Top 20 Video Countdown" is due for April startup from Viacom Enterprises, as a weekly one-hour series. Going into barter syndication after running earlier each week on cable's MTV: Music Television, the show will contain six national and six local commercial minutes.

"Smurfs," due this September as a half-hour, offnetwork strip cartoon, is being geared mainly for independent stations by Television Program Enterprises, and primarily for their morning and after-school dayparts. Two national minutes will be sold by TPE in each of the 125 episodes. "Smurfs" has been a consistent Nielsen ratings blockbuster for NBC-TV since 1981 in the Saturday morning daypart.

"Falcon Crest," the first major offnet prime time series hit to go into barter rather than cash syndication, will have ex-CBS 128 episodes ready for fall, with Lorimar-Telepictures selling six national ad minutes, and the remaining six available for local station sales. More than a dozen major markets already have been cleared.

"Disney Magic I" is the 25-title movie package from Disney Television, consisting of 20 offnetwork theatricals, four offnet made-for-tv movies and one ex-Disney Channel cable title. Ten of the 22 ad minutes will be available for national sponsorhip during the first two years of the 4½-year contract span. Titles include "Absent-Minded Professor" and "TRON" in 1986, "The Black Hole" and "The Love Bug" in 1987, "Escape to Witch Mountain" in '88, "Freaky Friday" in '89, "Splash" in 1990, "Mary Poppins" and "20,000 Leagues Under the Sea" during 1991.

"Friday Night Ringside" will air as a monthly series of fights from Anheuser-Busch Productions, from Jan. 24 through Dec. 26. There will be six national minutes available in the package, with Anheuser-Busch retaining the malt-liquor exclusive.

In non-NATPE news, the following are cable tv avails:

"CBN News Tonight," new nightly news program, CBN, anchored by Robert Hughes and broadcast live from Washington at 10 p.m. Monday through Friday beginning Jan. 27. A 1.5 rating expected, $1,200 per 30-second spot. Scattered avails; signed advertisers, not disclosed, were said to be computer and telephone companies.

"The Campbells," CBN, new series about Scottish pioneers emigrating to Canada, airs 7 p.m. Saturdays and carries a 3 rating. Scattered avails at $2,000 per 30-second spot.

ON THE DIAL

On the Dial lists scheduled radio specials and new programs or syndicated services.

"Country Closeup," a one-hour weekly special combining music and interviews, will feature singer-songwriter John Denver the weekend of Feb. 24. Cleared on approximately 175 stations. No word on advertisers. Syndicated by Narwood Productions, New York.

"American Music Awards Nomination Special," a four-hour special by United Stations Programming Network, New York, features capsule interviews and music from nominated artists such as Madonna, Tina Turner and Bruce Springsteen. Hosted by Dick Clark, it airs the weekend of Jan. 25 and 26. Sponsored by ABC-TV, which will telecast the awards live Jan. 27.

"Evergreen," a new adult contemporary format now being introduced by Drake-Chenault, Canoga Park, Cal. Designed for the 35-to-44-year-old nonrock listener, the beautiful music-type format features performers such as Billy Joel, the Carpenters and Anne Murray.

NEWSSTAND

Newsstand is a listing of upcoming print advertising opportunities, such as special issues and special advertising sections, and their advertising closing dates.

Good Housekeeping, New York, home entertaining section, May issue; ad close: Jan. 31 (regional), Feb. 14 (national). B&w page, $63,775; color page, $80,025.

The Atlantic, New York, summer travel planner (formerly the international travel planner), April issue; ad close: Feb. 10. B&w page, $10,708; color page, $16,070.

Forbes, New York, the Netherlands special advertising supplement, April 7 issue; ad close: Feb. 10. B&w page, $27,810; color page, $17,980.

New York, New York, "Voyages," travel advertising section, March 10 issue; ad close: Feb. 10. B&w page, $11,810; color page, $18,600.

Signature, New York, 1986 Caribbean forecast special advertising section, April issue; ad close, Feb. 10. B&w page, $12,260; color page, $15,000.

Dallas-Fort Worth Home & Garden, Dallas, and **Houston Home & Garden**, Houston, special Texas sesquicentennial April issue; ad close: Feb. 18 (space). *D-FWH&G*—B&w page, $3,195; color page, $4,495. *HH&G*—B&w page, $4,725; color page, $5,995. Combo—B&w page, $7,286; color page, $9,651.

Harper's Bazaar and **Working Woman**, New York: "The contemporary bride" advertorial section in both magazines' May issues; ad close: March 1 (orders), March 5 (materials). B&w page, $31,410; color page, $44,265.

Closing next week: Forbes, New York, special advertising section, equipment leasing and financing, March 24 issue, Jan. 27 . . . **Video Review**, New York, April special issue, "America on fast forward," Jan. 31. . . **House & Garden**, New York, "Design debut" showcase advertising section, May issue, Feb. 1.

TV POWER SHARES

The following chart lists network tv shows that won their time periods, ranked by audience share dominance. It is a reflection of how decidedly a particular show defeated its immediate competition and reflects the program's dominance of available audience. The numbers following the program name are the amount of share points by which the program defeated the second-place show during each week shown. An indicator of 10 or more is considered "dominant," while 5 to 10 is considered "good." Anything less than 5 is a "borderline" victory. *Source: Nielsen Overnight Ratings.*

Show	Week ending	1/16	1/9	1/2
DOMINANT WINNERS				
1. "The Cosby Show" (NBC)		33	31	27
2. "Family Ties" (NBC)		27	25	21
3. "Golden Girls" (NBC)		16	12	10
4. "60 Minutes" (CBS)		16	18	23
5. "Murder, She Wrote" (CBS)		16	6	13
6. "CBS Sunday Night Movie: Rockabye"		15	DNA	DNA
7. "227" (NBC)		13	8	5
8. "Dallas" (CBS)		12	11	DNA
9. "Cheers" (NBC)		10	11	7
GOOD WINNERS				
10. "Webster" (ABC)		9	2	4
11. "Miami Vice" (NBC)		9	6	11
12. "Kate & Allie" (CBS)		9	5	13
13. "Newhart" (CBS)		9	3	13
14. "Cagney & Lacey" (CBS)		8	1	23
15. "Mr. Belvedere" (ABC)		7	2	2
16. "Night Court" (NBC)		7	7	3
17. "Knots Landing" (CBS)		7	8	4
18. "Highway to Heaven" (NBC)		6	12	DNA
19. "Hotel" (ABC)		6	2	DNA
20. "Facts of Life" (NBC)		6	7	7
21. "Dynasty" (ABC)		5	3	DNA
22. "Hunter" (NBC)		5	5	3
23. "Gimme a Break" (NBC)		5	7	3
BORDERLINE WINNERS				
24. "Scarecrow & Mrs. King" (CBS)		3	2	10
25. Grand Ole Opry anniversary special (CBS)		2	DNA	DNA
26. "Who's the Boss?" (ABC)		1	11	7
27. "Growing Pains" (ABC)		0	6	4
20. "Dynasty" (ABC)		3	DNA	11
21. "Newhart" (CBS)		3	13	-4

BEHIND THE SHARES

Some of the earliest midseason "fixes" seemed not to be strengthening weak spots appreciably during this week, in part because several series already are so well entrenched. **Misfits of Science,** for instance, tied CBS' slipping **Twilight Zone,** but lagged well behind **Webster** and **Mr. Belvedere.** Those sitcoms got off to a slow start last fall, initially hurt by Zone. NBC's other Friday change, **Knight Rider,** returning to its old Friday parking space, seems likely to consolidate NBC's hold on the No. 2 position behind **Dallas.** The final Friday hour continues to find **Miami Vice's** MTV cops dominating former time-slot leader **Falcon Crest.** Both, appealing to very different target audiences, together left ABC's relocated **Fall Guy** to muster the leftovers, a 12 share. Saturday, once solidly in ABC's win column, now seems headed NBC's way, a la Tuesday, as **Golden Girls, 227** and **Hunter** benefit from ABC's sinking **Love Boat** and CBS' films—especially lackluster on a night now heavily given over to at-home vcr and pay cable movie watching. Sunday went to CBS in a big way, as **60 Minutes** (down somewhat due to an NFL playoff runover on NBC), **Murder, She Wrote** and the new **CBS Sunday Night Movie ("Rockabye")** overwhelmed runners-up by 15 to 16 share points. That movie debut, however, may be misleading since the counter-programing consisted of two reruns, ABC's **Diamonds Are Forever** and part one of NBC's **Fatal Vision. Scarecrow & Mrs. King** again held sway over its rivals, widening the gap over **TV's Bloopers & Practical Jokes,** its opposition last season.

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